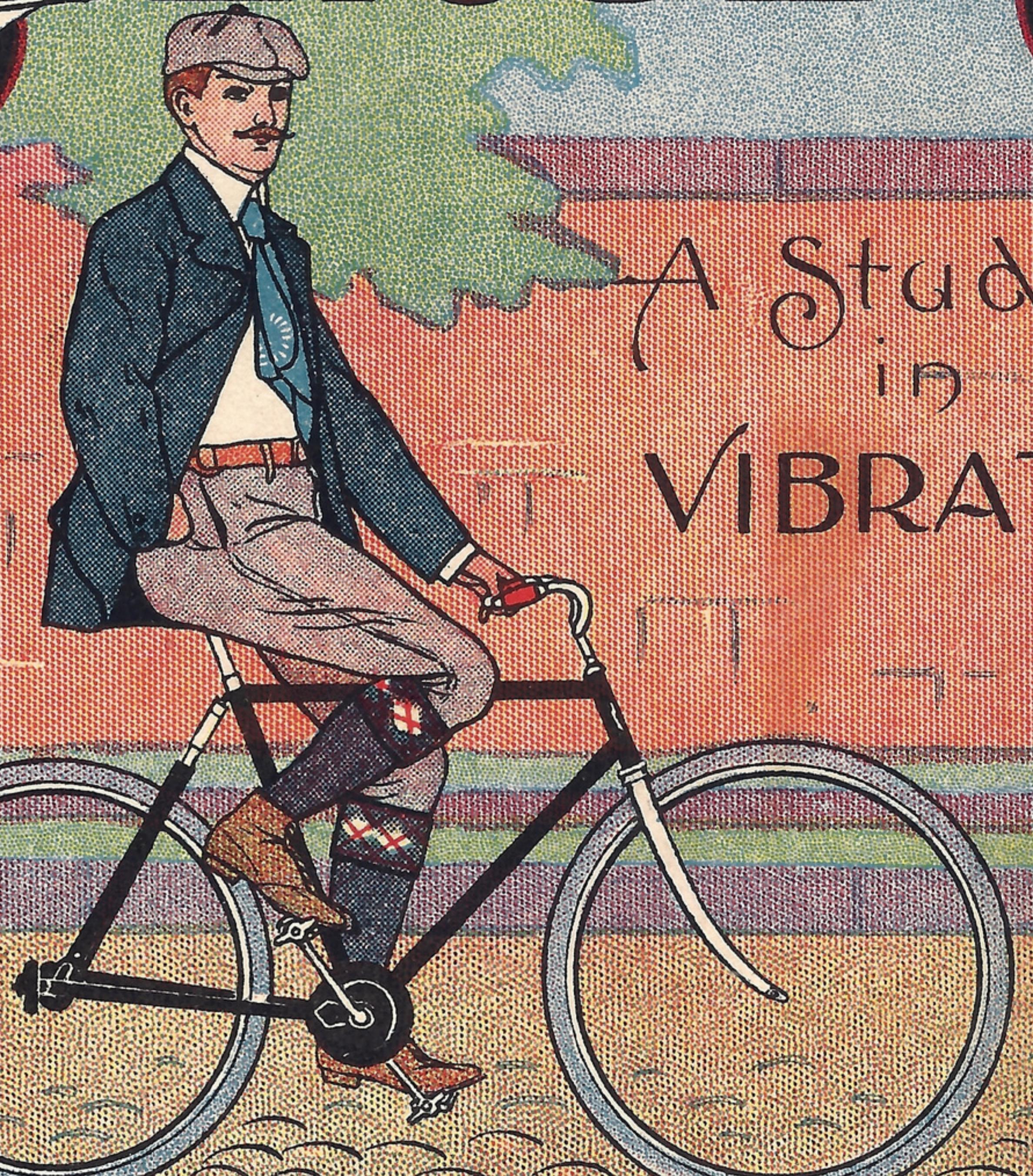
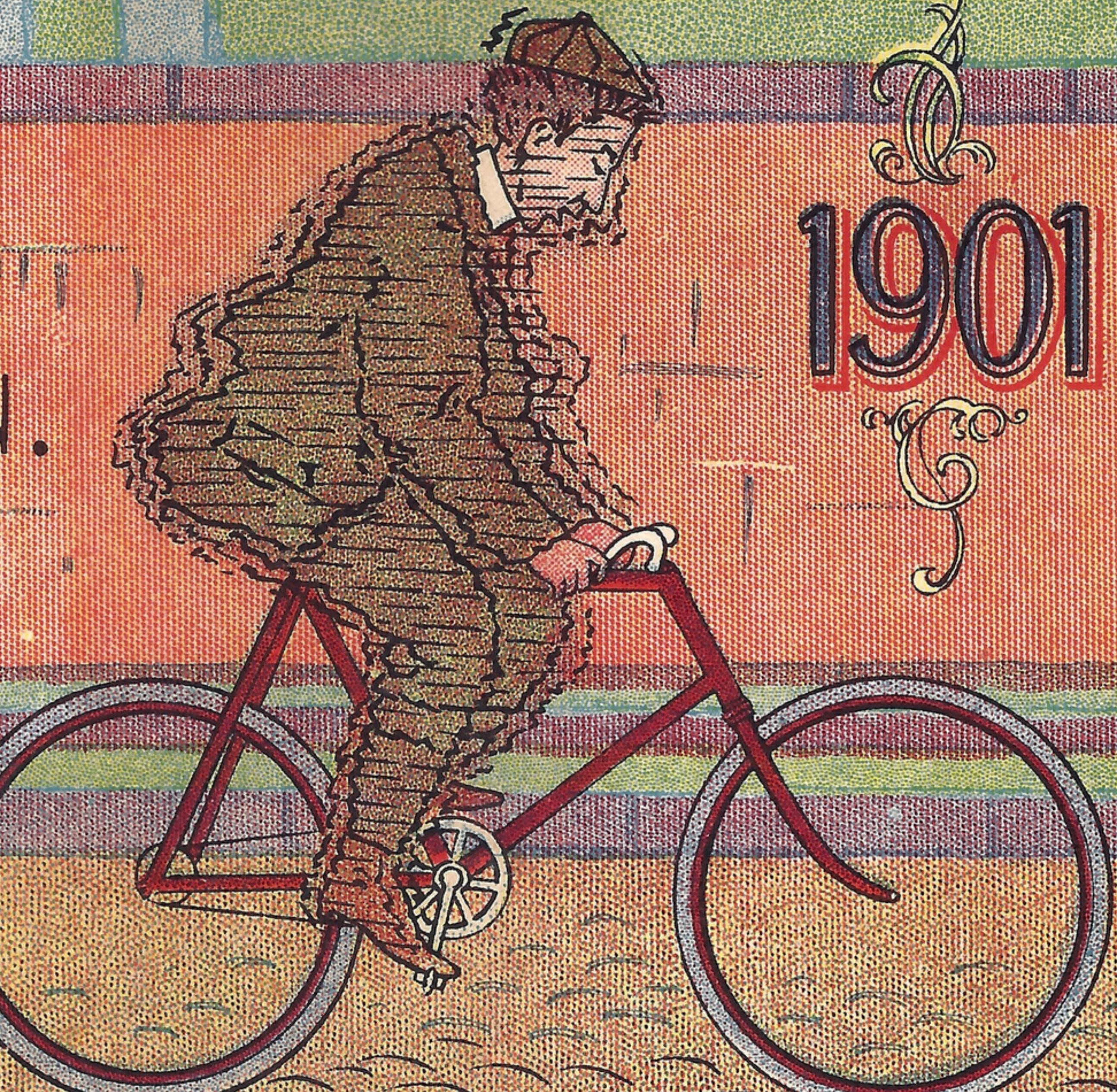


# PIERCE CYCLES.

TRIED  
AND  
TRUE



A Study  
in  
VIBRATION.



1901  
"G"

GEO. N. PIERCE CO.

BUFFALO - BOSTON - NEW YORK - DENVER

Inside front cover blank  
on original document.

1901

ELEVENTH ANNUAL CATALOGUE

ESTABLISHED 1865.  
INCORPORATED 1896.

PIERCE  
CYCLES

BRANCHES

89 CHAMBERS ST. NEW YORK. WHOLESALE & RETAIL.  
190 HIGH ST. FORT HILL SQ. BOSTON, MASS. WHOLESALE  
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# P R E F A C E

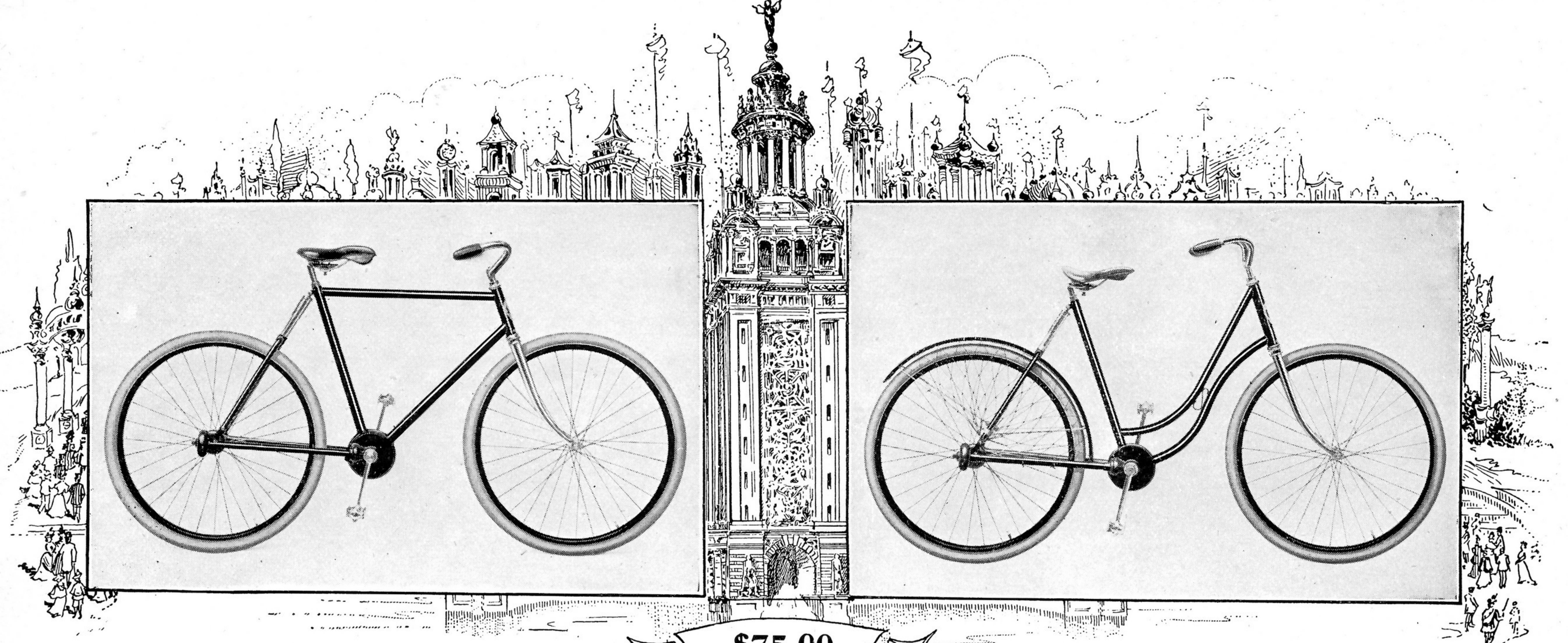
HE opening of the twentieth century finds the bicycle the accepted vehicle of the people. The fad has passed, the era of simple economy in transportation has come. No creation of man has ever been perfected before which carried so large a percentage of weight in proportion to its own weight. No device has ever been suggested which affords more economy, health, and pleasure, than the bicycle.

Accepting these facts, the George N. Pierce Company has put its entire energies upon the development of perfection in road models, having exhausted all the previous experience of builders. The result has been the development of the cushion frame models. First, the chain driven, which, with the coaster brake, marked the acme of construction in 1899; second, the chainless of 1900; and third, the Pan-American Special of 1901, combining the cushion frame, chainless, with hub coaster brake. No maker has ever equalled this model. In the future they may copy, but they cannot excel. The George N. Pierce Company, by its own enterprise and foresight, has thus been carried to a position as builders of fine

wheels second to none, and far in the van. This development has given the people, at a fair price, models of comfort, beauty, and lasting value never before attempted. That this enterprise has been appreciated is attested by every rider conversant with these models, but calls forth from both agents and competitors alike enthusiastic praise. The era of the lumber wagon has gone, the era of the luxurious vehicle is started.

The PIERCE line for 1901 represents all that is good, based on past experience, and with an eye single for serving the riding public with a wheel representing the maximum of economy, health, pleasure, and comfort, with a minimum of annoyance, repairs, and accident. The prices of PIERCE wheels when in excess of other makes represents a positive saving to riders in subsequent cash outlay. The Pan American Exposition, to be held in Buffalo from May first to November first, 1901, will open the twentieth century with an exhibit of what the Americas can produce in mechanics, arts, and all the allied sciences. We have arranged to call our latest and best production by the same title as representative of the best the bicycle builder has produced.

**THE GEORGE N. PIERCE CO.**



### **Men's Models.**

When combined with New Departure Hub Coaster Brake these models are known as  
**PAN-AMERICAN SPECIALS,**

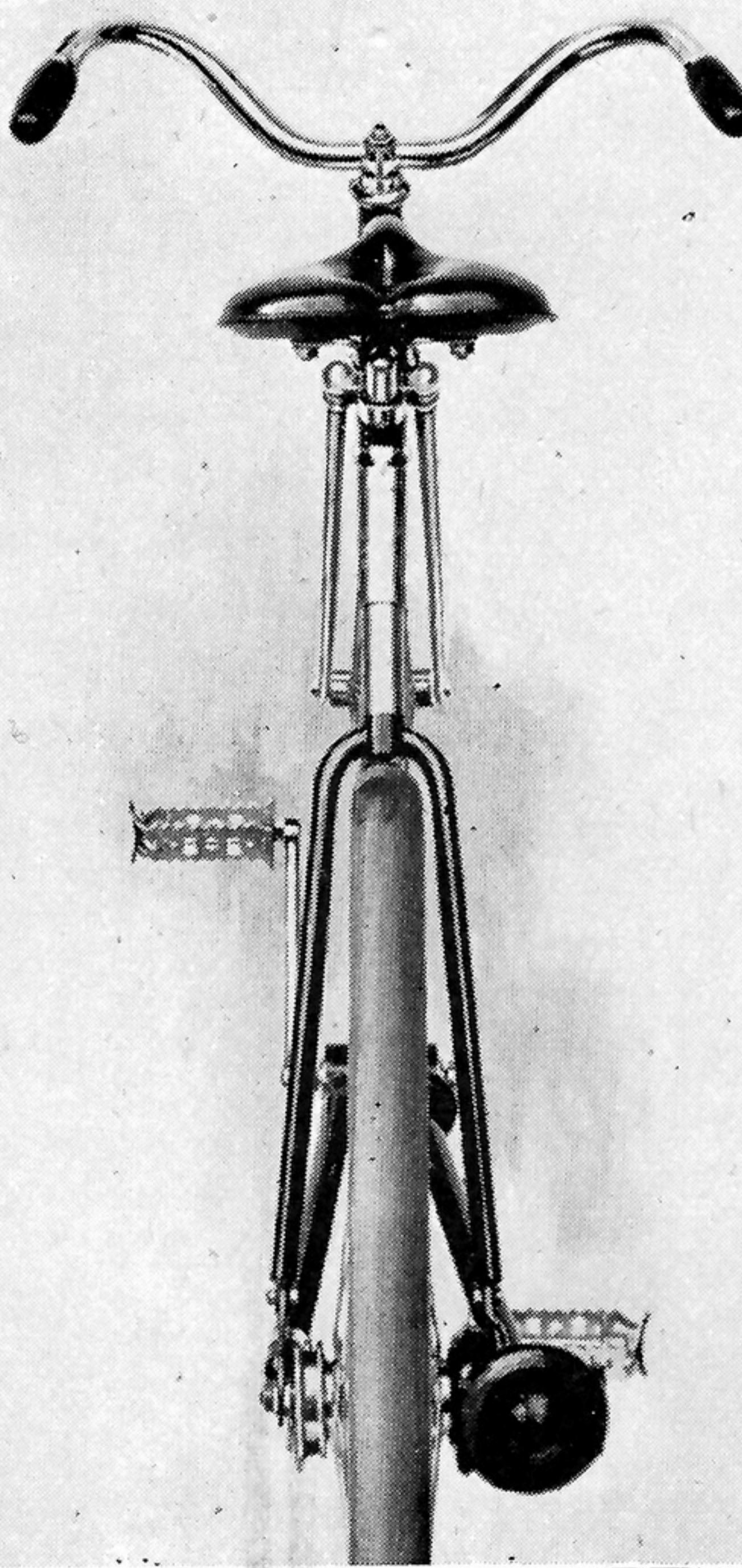
- 292. 22 inch frame.
- 294. 24 inch frame.
- 296. 26 inch frame.

**\$75.00**

### **Women's Models.**

When combined with New Departure Hub Coaster Brake these models are known as  
**PAN-AMERICAN SPECIALS.**

- 298. 22 inch frame.
- 299. 24 inch frame.



**Rear View of Chainless.**

## SPECIFICATIONS

### Models 292, 294, 296

Man's Chainless Cushion Frame.

	REGULAR	OPTIONS
<b>Color</b>	Black, Plain	Carmine Striped
<b>Forks</b>	Full Nickeled	
<b>Crown</b>	Plate	
<b>Rims</b>	Black	White
<b>Tires</b>	Palmer, 1 1/2 inch	{ Palmer, 1 3/8 inch Htfd. No. 80, 1 1/2 or 1 3/8 Dunlop, 1 1/2 inch
<b>Hubs</b>	Pierce Tubular	
<b>Handle Bar</b>	No. 212	Kelley, new 1901, No. 5 { Troxel, No. 30-A. Wheeler Standard Persons' Best
<b>Saddles</b>	Sager, No. 4	
<b>Crank</b>	7 inch	6 1/2 inch
<b>Pedals</b>	Star Rat Trap	
<b>Gear</b>	80 8/9	87 1/9 or 72
<b>Lamp Bracket</b>	No	Yes
<b>Foot Rests</b>	No	Yes

### Models 298, 299

Woman's Chainless Cushion Frame.

	REGULAR	OPTIONS
<b>Color</b>	Black, Plain	Carmine Striped
<b>Forks</b>	Full Nickeled	
<b>Crown</b>	Plate	
<b>Rims</b>	Black	White
<b>Tires</b>	Palmer, 1 1/2 inch	{ Palmer, 1 3/8 inch Htfd. No. 80, 1 3/8 or 1 1/2 Dunlop, 1 1/2 inch
<b>Hubs</b>	Pierce Tubular	
<b>Handle Bar</b>	No. 218	
<b>Saddles</b>	Sager, No. 4	{ Troxel, No. 40-A. Wheeler Standard
<b>Crank</b>	6 1/2 inch	7 inch
<b>Pedals</b>	Star Rubber	
<b>Gear</b>	72	
<b>Lamp Bracket</b>	No	Yes
<b>Foot Rests</b>	No	Yes



**Men's Models.**

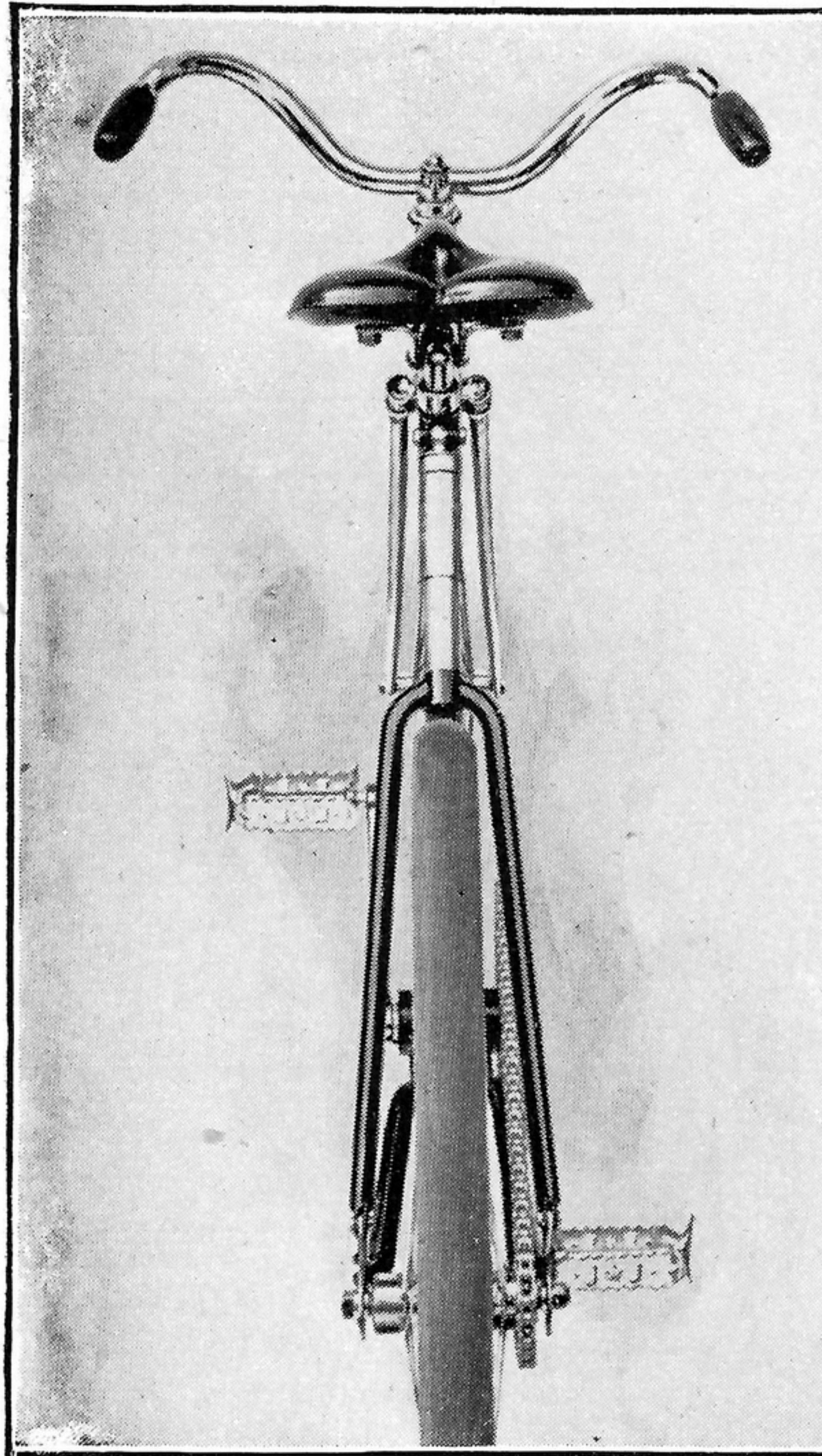
- 282. 22 inch frame.
- 284. 24 inch frame.
- 286. 26 inch frame.

**\$55.00**



**Women's Models.**

- 288. 22 inch frame.
- 289. 24 inch frame.



Rear View of Cushion Frame.

**SPECIFICATIONS**

**Models 282, 284, 286**

Man's Cushion Frame.

	REGULAR	OPTIONS
<b>Color</b>	Black, Plain	Carmine Striped
<b>Forks</b>	Full Nickeled	
<b>Crowns</b>	Plate	
<b>Rims</b>	Black	White Palmer, 1 3/8 in. Hartf'd 80, 1 1/2 or 1 3/8 Dunlop, 1 1/2 in.
<b>Tires</b>	Palmer, 1 1/2 in.	
<b>Hubs</b>	Pierce Tubular	
<b>Handle Bar</b>	No. 212	Kelley, new, 1901, No. 5 Wheeler Standard Troxel No. 30-A Persons' Best
<b>Saddles</b>	Sager Flexible No. 4	6 1/2 inch
<b>Cranks</b>	7 inch	
<b>Pedals</b>	Star Rat Trap	
<b>Gear</b>	77 7/10 — (25 and 9)	74 6/10 — (24 and 9) 80 8/10 — (26 and 9) 84 — (24 and 8)
<b>Chain</b>	3/16 in. Morse Twin Rol.	
<b>Lamp Bracket</b>	No	Yes
<b>Foot Rests</b>	No	Yes

**Models 288, 289**

Woman's Cushion Frame.

	REGULAR	OPTIONS
<b>Color</b>	Black, Plain	Carmine Striped
<b>Forks</b>	Full Nickeled	
<b>Crowns</b>	Plate	
<b>Rims</b>	Black	White Palmer, 1 3/8 in. Hartf'd 80, 1 1/2 or 1 3/8 Dunlop, 1 1/2 in.
<b>Tires</b>	Palmer 1 1/2 inch	
<b>Hubs</b>	Pierce Tubular	
<b>Handle Bar</b>	No. 218	
<b>Saddles</b>	Sager Flexible No. 4	Troxel, No. 40-B Wheeler Standard
<b>Cranks</b>	6 inch	6 1/2 inch
<b>Pedals</b>	Star Rubber	
<b>Gear</b>	72 — (18 and 7)	70 — (20 and 8) 68 — (22 and 9)
<b>Chain</b>	3/16 in. Morse Twin Rol.	
<b>Lamp Bracket</b>	No	Yes
<b>Foot Rests</b>	No	Yes

**\$50.00**

**Models.**

- 271.  
21 inch frame.
- 272.  
22 inch frame.
- 273.  
23 inch frame.

## Pierce Racers

Pierce racers, both for road and track use, have met with universal success. The graceful lines, rigid construction, and easy running qualities, together with their past record, insure the purchasers of this model absolute perfection in this type of machine. Innumerable famous riders have "won their spurs," and kept them, on "Pierce" racers. Loughead, in 1897, won the national championship; Collett, in 1898, won the greatest number of amateur points; Kramer, in 1899, as an amateur, won the national championship, and in 1900, as a professional, won second place. These are only a few of our racing laurels.

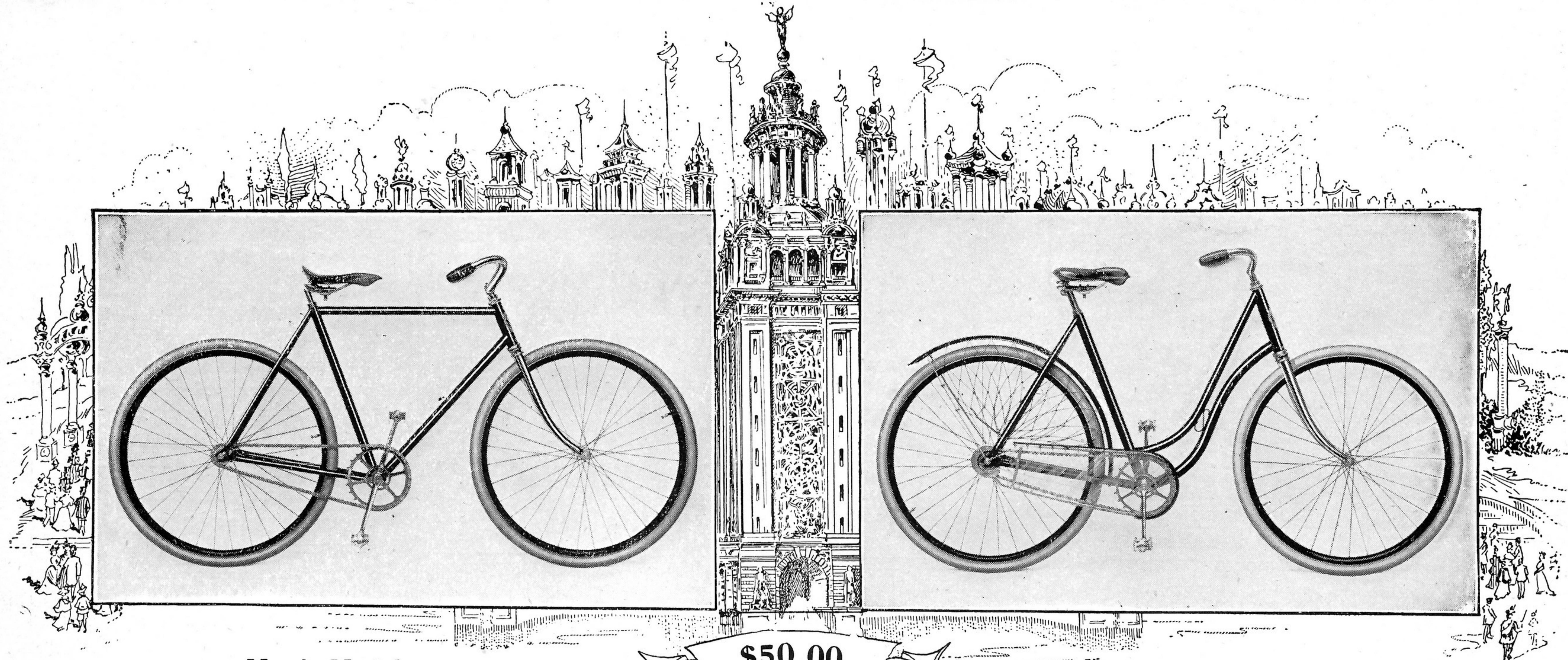


### Models 271, 272, 273 FOR TRACK USE

	REGULAR	OPTIONS
<b>Color</b>	Carmine Striped	Black, Plain
<b>Forks</b>	Full Nickeled	
<b>Crowns</b>	Plate	
<b>Rims</b>	White	Black
<b>Tires</b>	Palmer Racing, $1\frac{1}{4}$ in.	
<b>Hubs</b>	Pierce Tubular	
<b>Handle Bar</b>	No. 141	{ No. 132 { No. 222, Forward Extension.
<b>Saddles</b>	Troxel 10 A	Persons' Best
<b>Crank</b>	$6\frac{1}{2}$ inch	7 inch
<b>Pedals</b>	Star Racer	
<b>Gear</b>	84—(21 and 7)	{ 80—(23 and 8) { 88—(22 and 7)
<b>Chain</b>	$\frac{3}{16}$ Lefever	
<b>Lamp Bracket</b>	No	Yes
<b>Foot Rests</b>	No	Yes

### Models 271, 272, 273 FOR ROAD USE

	REGULAR	OPTIONS
<b>Color</b>	Carmine Striped	Black, Plain
<b>Forks</b>	Full Nickeled	
<b>Crowns</b>	Plate	
<b>Rims</b>	White	
<b>Tires</b>	Palmer $1\frac{3}{8}$ inch	Black
<b>Hubs</b>	Pierce Tubular	Htfd. No. 80, $1\frac{3}{8}$ in.
<b>Handle Bar</b>	No. 212	{ No. 132 or No. 141 { Kelley, new 1901, No. 5 No. 222, For. Exten. { Troxel, No. 10-A { Wheeler Standard Persons' Best 7 inch
<b>Saddles</b>	Troxel 30-B	
<b>Crank</b>	$6\frac{1}{2}$ inch	
<b>Pedals</b>		
<b>Gear</b>	84—(24 and 8)	{ 84—(21 and 7) { 88—(22 and 7) { 92—(23 and 7)
<b>Chain</b>	$\frac{3}{16}$ in. Morse Twin Rol.	$\frac{3}{16}$ Lefever
<b>Lamp Bracket</b>	No	Yes
<b>Foot Rests</b>	No	Yes



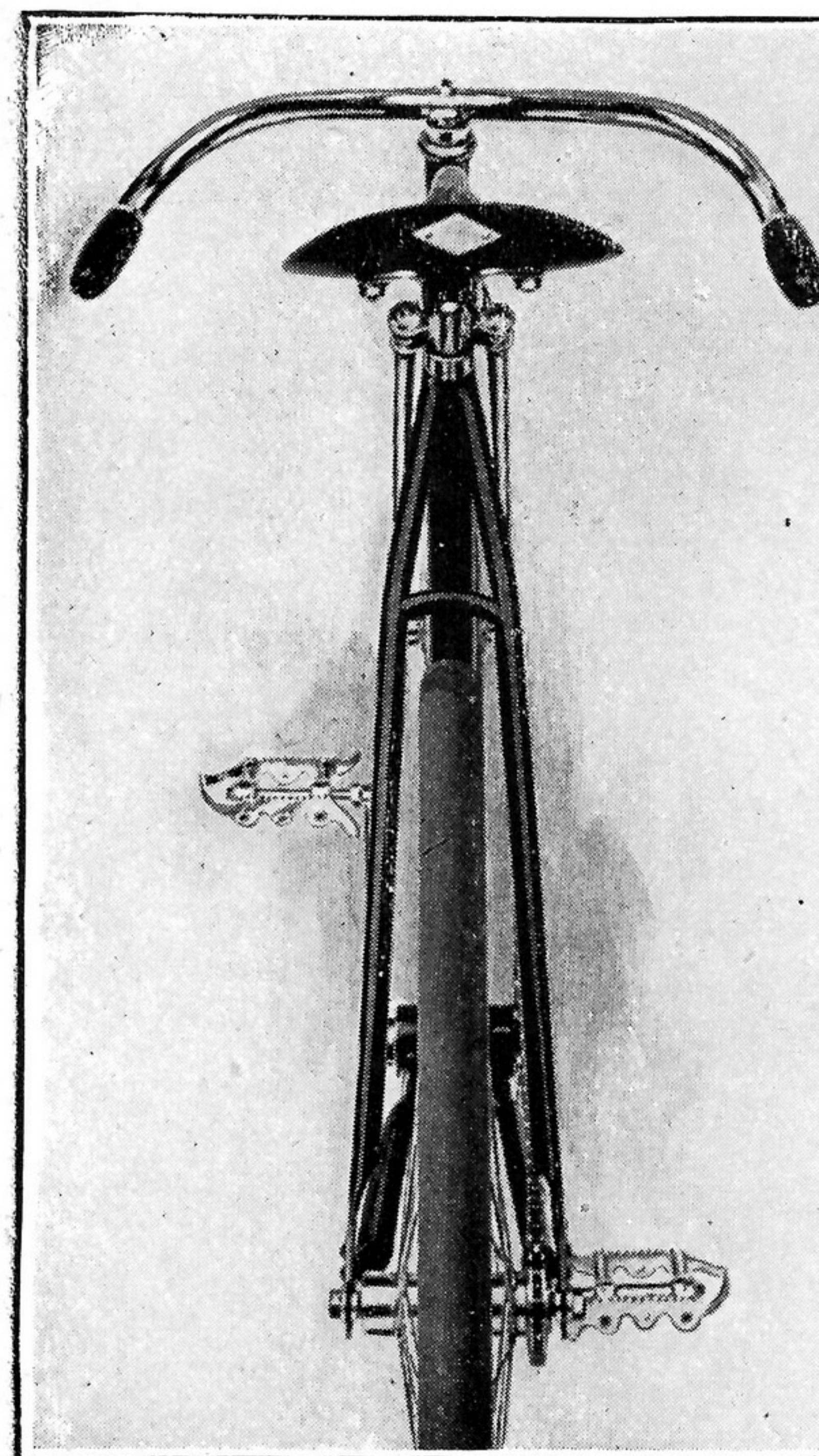
### **Men's Models.**

- 261. 21 inch frame.
- 262. 22 inch frame.
- 263. 23 inch frame.
- 264. 24 inch frame.
- 265. 25 inch frame.

**\$50.00**

### **Women's Models.**

- 267. 20 inch frame.
- 268. 22 inch frame.
- 269. 24 inch frame.



Rear View of Special.

**SPECIFICATIONS**

**Models 261, 262, 263, 264, 265**

**Man's Special.**

	<i>REGULAR</i>	<i>OPTIONS</i>
<b>Color</b>	Black, Plain	Carmine Striped
<b>Forks</b>	Full Nickeled	
<b>Crown</b>	Plate	White
<b>Rims</b>	Black	{ Palmer, 1 3/8 inch Htfd. No. 80, 1 1/2 or 1 3/8 Dunlop, 1 1/2 inch Goodrich 999, 1 1/2 in.
<b>Tires</b>	Palmer, 1 1/2 inch	
<b>Hubs</b>	Pierce Tubular	
<b>Handle Bar</b>	No. 212	{ No. 132 { Kelley, new 1901, No. 5 Troxel, No. 10-A Persons' Best Wheeler Standard Sager Flexible No. 4
<b>Saddles</b>	Troxel, No. 30-B	6 1/2 inch
<b>Crank</b>	7 inch	
<b>Pedals</b>	Star Rat Trap	{ 84—(24 and 8) { 88—(22 and 7)
<b>Gear</b>	80 $\frac{8}{10}$ —(26 and 9)	
<b>Chain</b>	$\frac{3}{16}$ in. Morse Twin Rol.	$\frac{3}{16}$ in. Morse Twin Rol.
<b>Lamp Bracket</b>	No	No
<b>Foot Rests</b>	No	Yes

**Models 267, 268, 269**

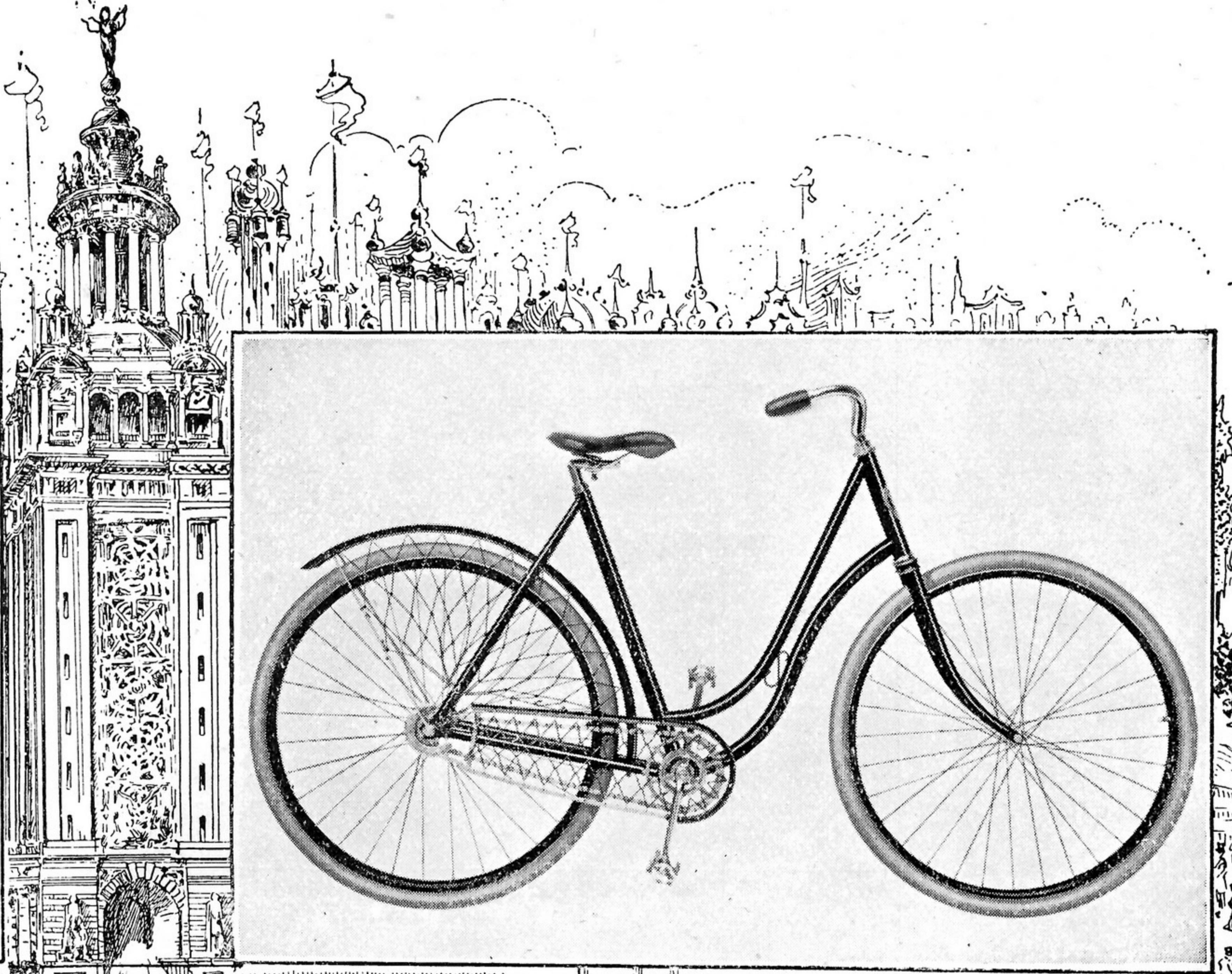
**Woman's Special.**

	<i>REGULAR</i>	<i>OPTIONS</i>
<b>Color</b>	Black, Plain	Carmine Striped
<b>Forks</b>	Full Nickeled	
<b>Crown</b>	Plate	White
<b>Rims</b>	Black	{ Palmer, 1 3/8 inch Htfd. No. 80, 1 1/2 or 1 3/8 Dunlop, 1 1/2 inch Goodrich 999, 1 1/2 in.
<b>Tires</b>	Palmer, 1 1/2 inch	
<b>Hubs</b>	Pierce Tubular	
<b>Handle Bar</b>	No. 218	{ Sager, No. 4 { Wheeler Standard
<b>Saddles</b>	Troxel, No. 40-B	6 1/2 inch
<b>Crank</b>		6 1/2 inch
<b>Pedals</b>	Star Rubber	{ 68—(22 and 9) { 70—(20 and 8)
<b>Gear</b>	72—(18 and 7)	
<b>Chain</b>		
<b>Lamp Bracket</b>	No	Yes
<b>Foot Rests</b>	No	Yes



### Men's Models.

- 251. 21 inch frame.
- 252. 22 inch frame.
- 253. 23 inch frame.
- 254. 24 inch frame
- 255. 25 inch frame.



### Women's Models.

- 257. 20 inch frame.
- 258. 22 inch frame.
- 259. 24 inch frame.

\$40.00

## Pierce Regular Line

Is high class in every respect. The equipment is the best known to the trade. The various heights of frame leave nothing to be desired. The mechanical construction and quality of material used throughout are the best. Its value is the equal of any rigid frame bicycle produced. Its style is unsurpassed. It represents the high point in simple rigid frame bicycle construction. The special on pages 10 and 11 represent the same careful construction and symmetry of parts with the highest grade of equipment. Nothing could be better in any respect.



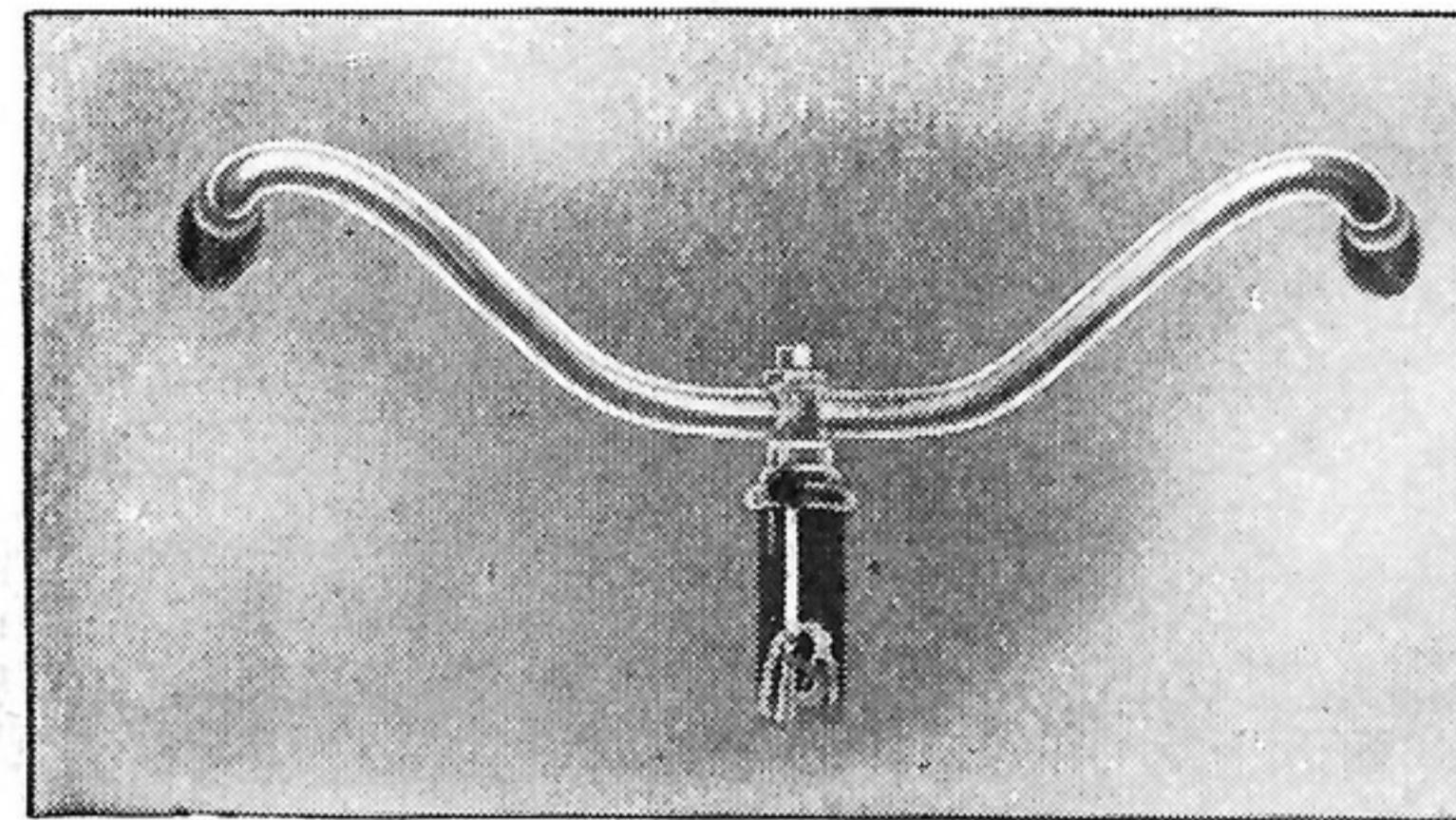
**Models 251, 252, 253, 254, 255**  
For Men.

	REGULAR	OPTIONS	REGULAR	OPTIONS
<b>Color</b>	Black, Plain	Carmine Striped	Black, Plain	Carmine Striped
<b>Forks</b>	Black, Plain	Carmine Striped	Black, Plain	Carmine Striped
<b>Crowns</b>	Plate	Arch	Plate	Arch
<b>Rims</b>	Black	White	Black	White
<b>Tires</b>	Hartford No. 77, 1 1/2 in.	{ Hartford No. 77, 1 3/8 in. Fisk No. 88, 1 1/2-1 3/8 in Dunlop, 1 1/2 in.	Hartford No. 77, 1 1/2 in.	{ Fisk No. 88, 1 1/2 in. Dunlop, 1 1/2 in.
<b>Hubs</b>	Pierce Tubular		Pierce Tubular	
<b>Handle Bar</b>	Reversible No. 212	Racer, V shape, No. 142	No. 218	
<b>Saddles</b>	Sager No. 21	{ Sager No. 34 Wheeler Standard	Wheeler Standard	Sager No. 22
<b>Crank</b>	7 inch	6 1/2 inch	6 inch	6 1/2 inch
<b>Pedals</b>	Bridgeport Rat Trap		Bridgeport Rubber	
<b>Gear</b>	80 $\frac{8}{10}$ —(26 and 9)	84—(24 and 8)	72—(18 and 7)	70—(20 and 8)
<b>Chain</b>	$\frac{3}{16}$ in. Whitney Sp. Mdl.		$\frac{3}{16}$ in. Lefever, No. 1 Spl.	
<b>Lamp Bracket</b>	No	Yes	No	Yes
<b>Foot Rests</b>	No	Yes	No	Yes

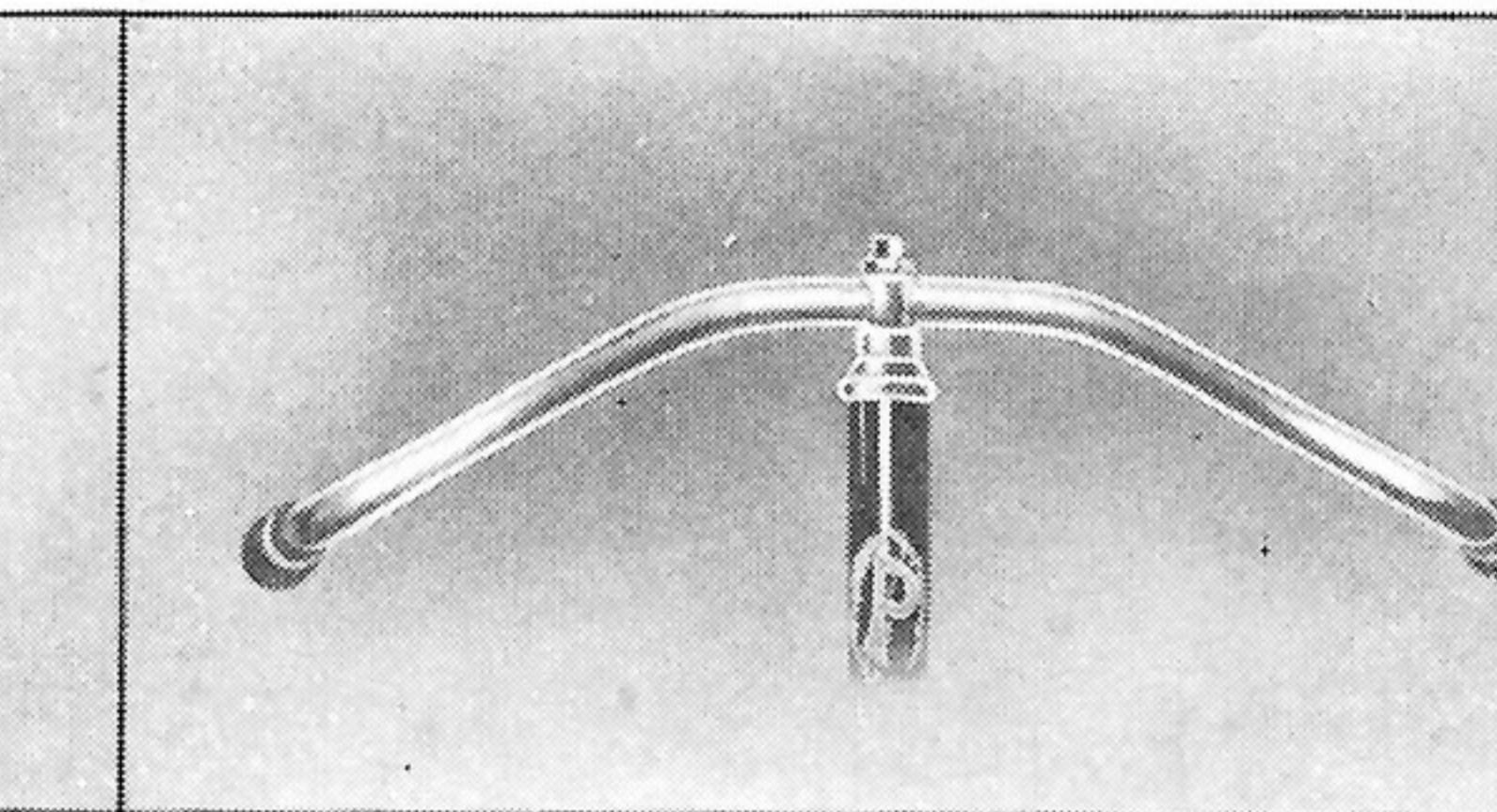
**Models 257, 258, 259**  
For Women.

# HANDLE BARS.

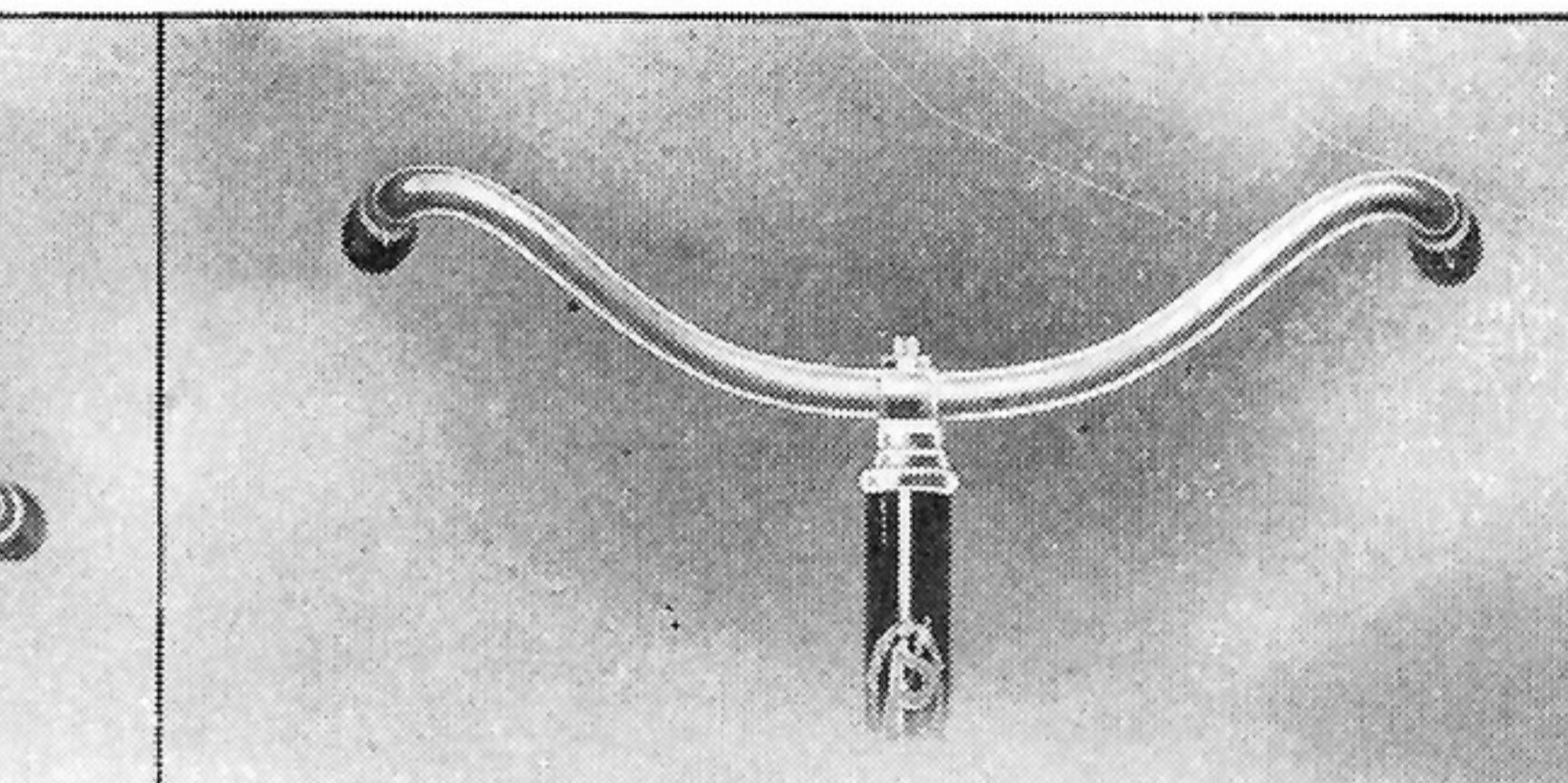
NOTE.— Brake cannot be fitted to reversible bars.



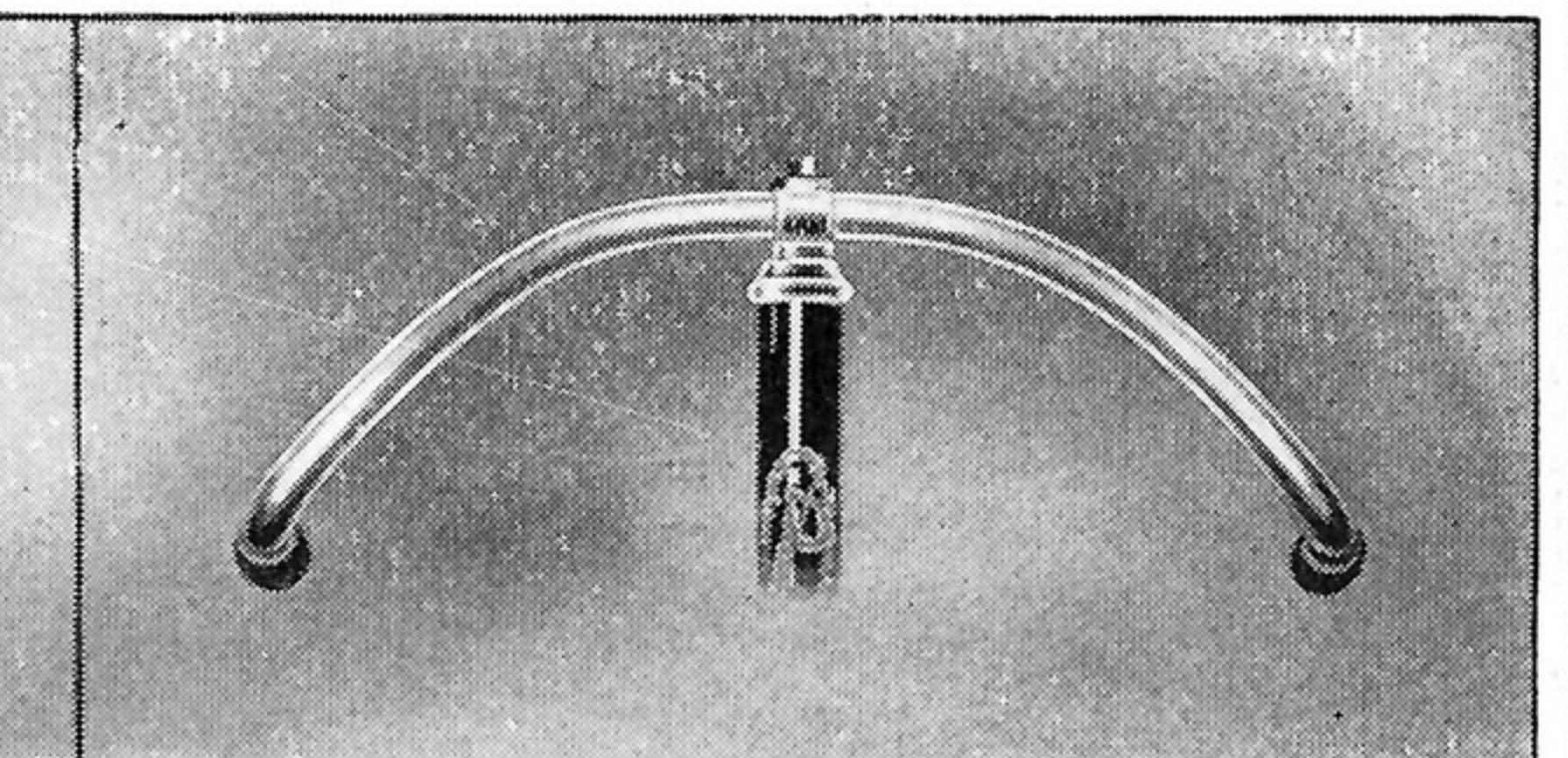
**212**  
REVERSIBLE.  
Up-turned position.  $3\frac{1}{2}$  inches up or down. 212. 21 inches wide.  
211. 19 inches wide.



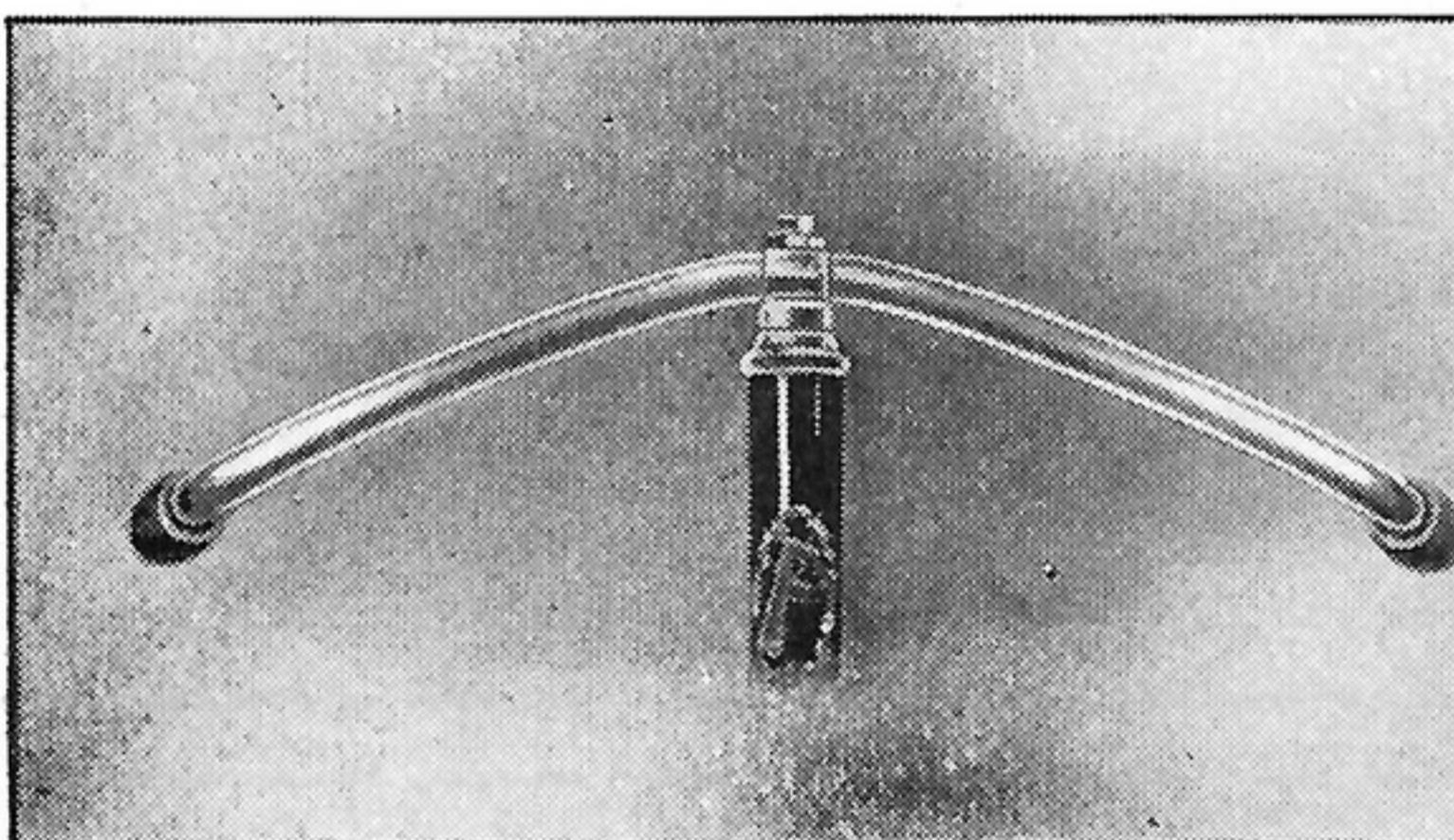
**212**  
REVERSIBLE.  
Down-turned position.



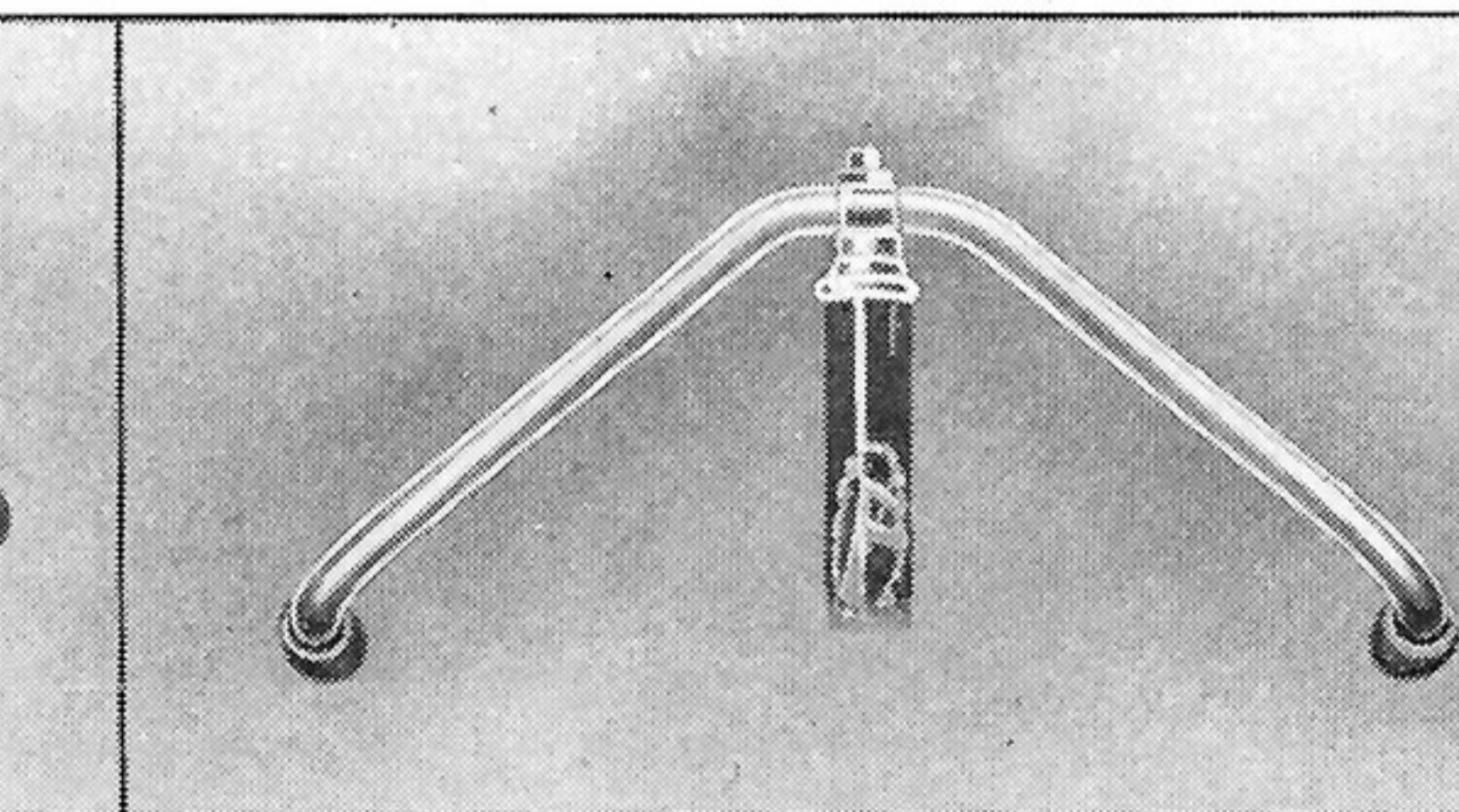
**218**  
STATIONARY.  
Up-turned position. 19 inches wide, 4 inches up-turn.



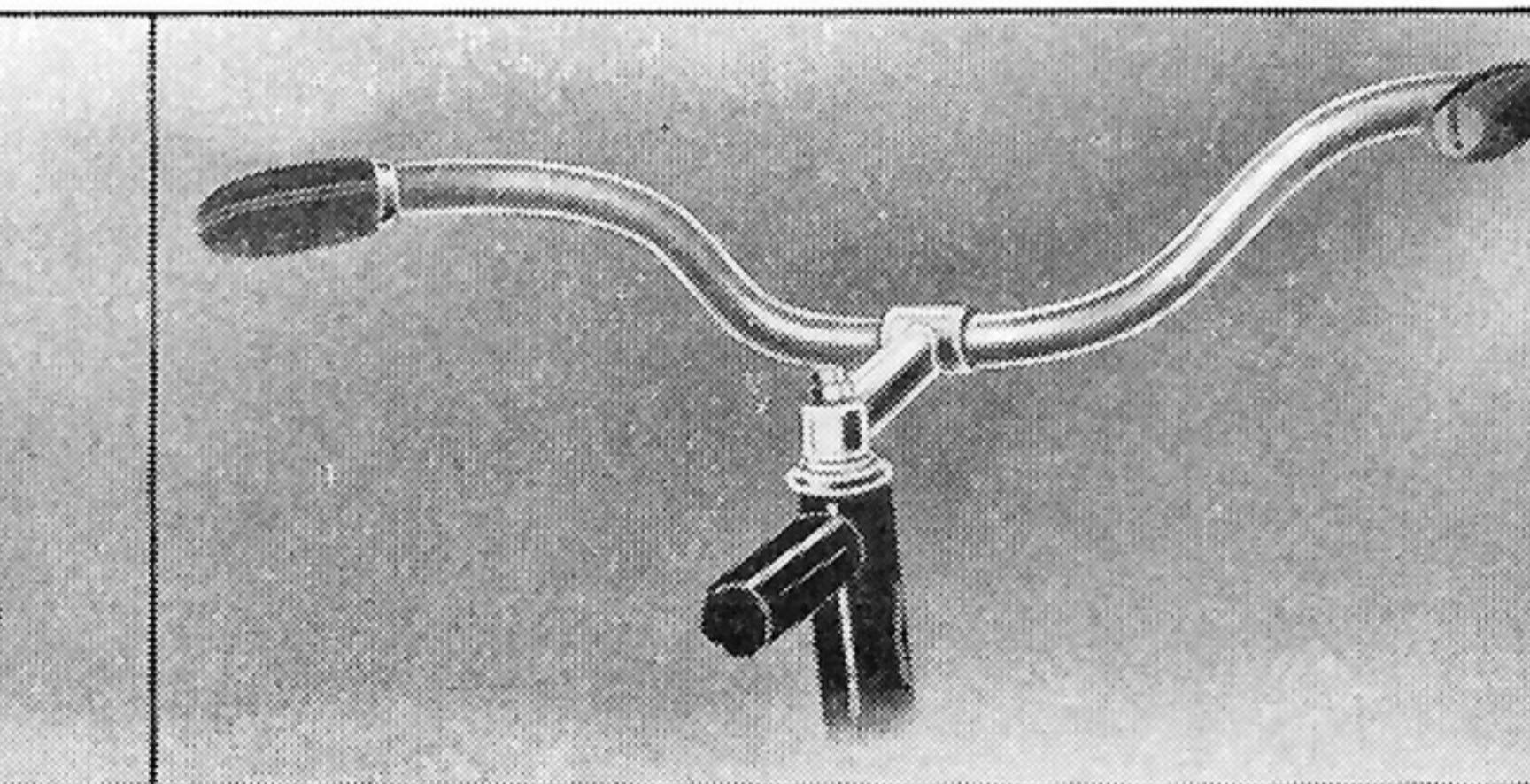
**132**  
RACER—STATIONARY.  
18 inches wide, 3 inches forward,  $5\frac{1}{2}$  inches drop.



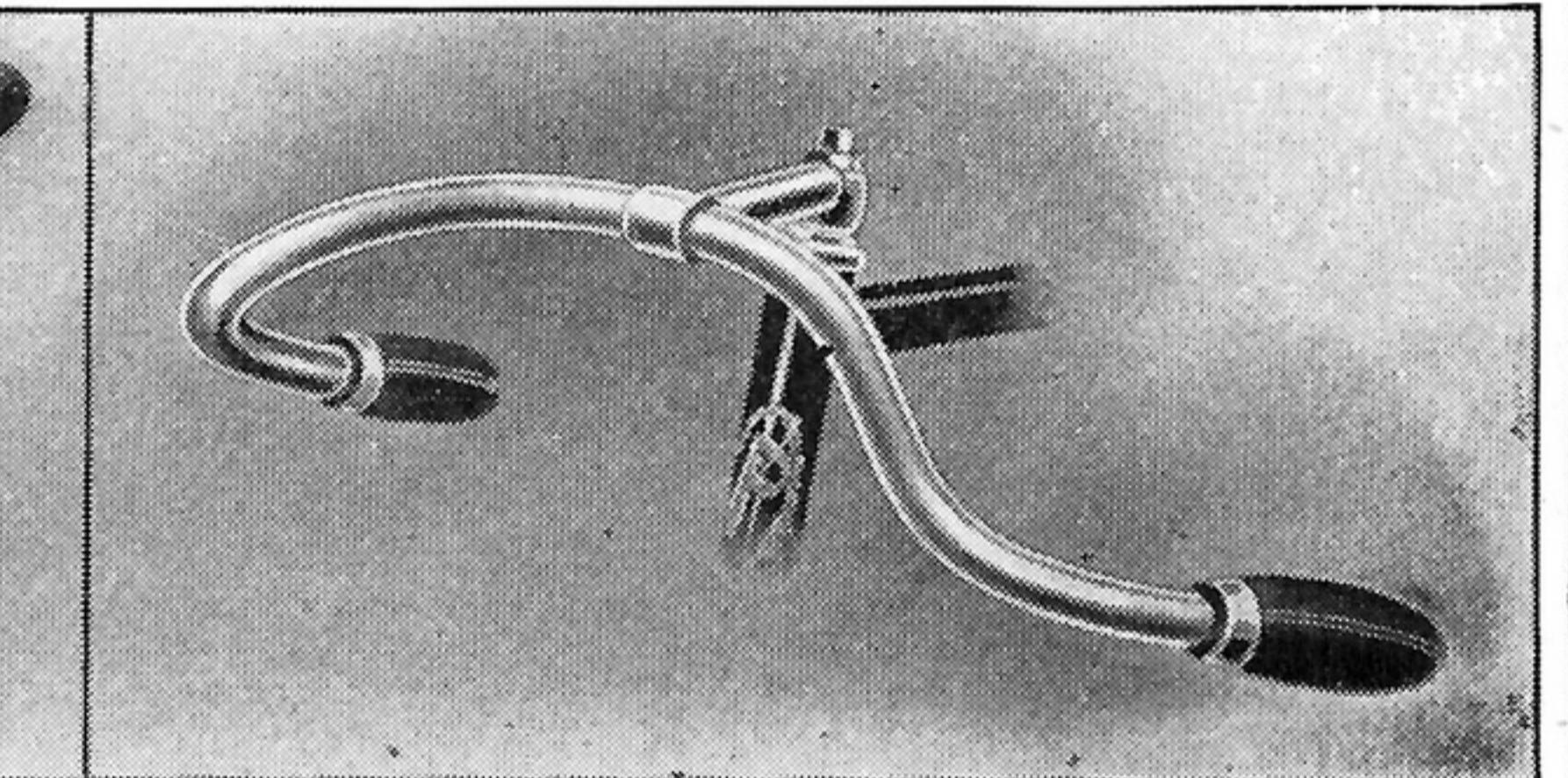
**141**  
STATIONARY.  
20 inches wide, 3 inches forward,  $3\frac{1}{2}$  inches drop.



**142**  
V RACER—STATIONARY.  
18 inches wide, 3 inches forward,  $6\frac{1}{2}$  inches drop.

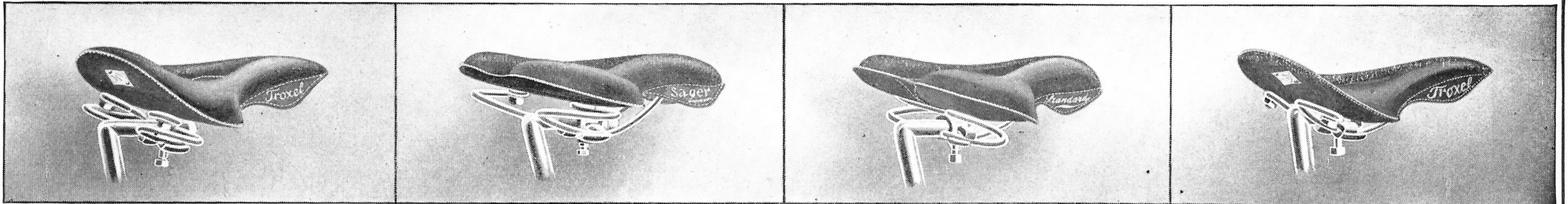


**222**  
REVERSIBLE.  
Forward extension. Upturned position. 21 inches wide  $2\frac{3}{4}$  inches extension clip,  $3\frac{1}{2}$  inches up or down.



**222**  
REVERSIBLE.  
Forward extension. Down-turned position.

# SADDLES.

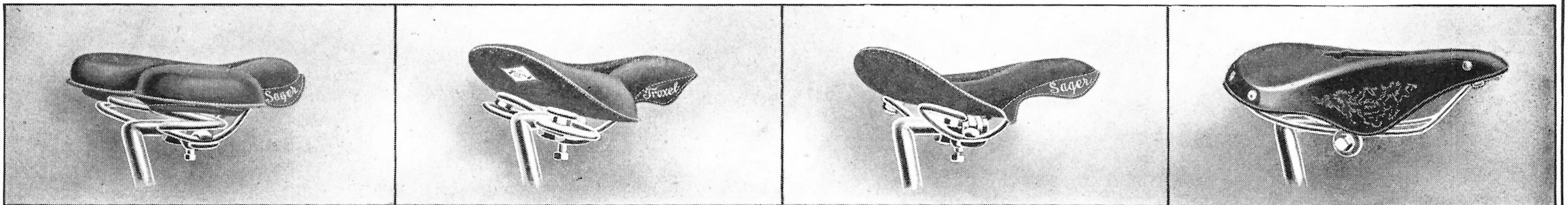


Troxel No. 30-B.

Sager No. 21.

Wheeler Standard.

Troxel No. 10-A.



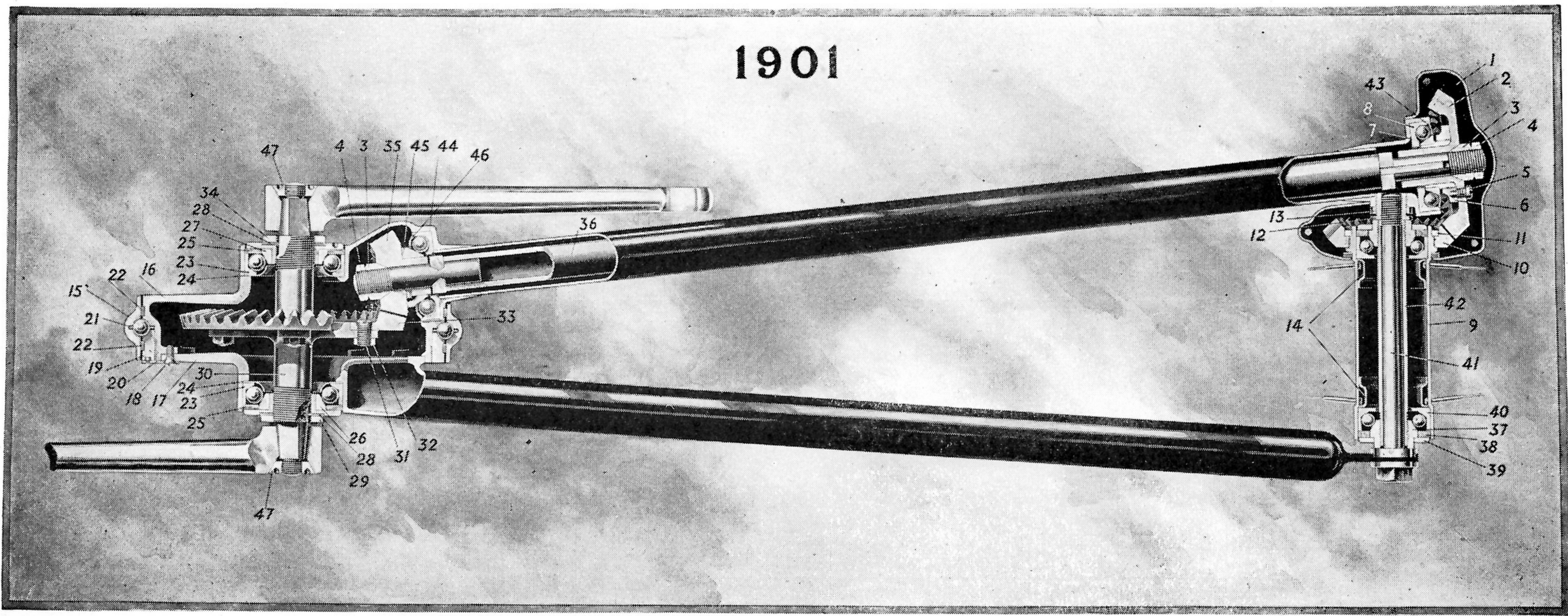
Sager No. 4.

Troxel No. 40-B.

Sager No. 34.

Persons.

1901



## Catalogue Numbers Chainless Parts.

- 1—Cover gear.
- 2—Gear rear drive shaft.
- 3—Nuts drive shaft.
- 4—Nuts drive shaft lock.
- 5—Screw rear drive shaft adjusting cone lock.
- 6—Sleeve hub gear adjusting.
- 7—Nut adjusting sleeve lock.
- 8—Guards rear hub dust.
- 9—Bracket center.
- 10—Bracket right side.
- 11—Bracket left side.
- 12—Washers crank bracket ball retaining.
- 13—Washers crank bracket felt.
- 14—Cone left crank adjusting.
- 15—Cone right crank adjusting.
- 16—Washers crank adjusting cone.
- 17—Cups rear hub.
- 18—Flange rear cone.
- 19—Shaft drive.
- 20—Cone rear hub.
- 21—Washers rear hub felt.
- 22—Flange rear cone.
- 23—Cup rear hub.
- 24—Front drive shaft.
- 25—Rear hub adjustment cone.
- 26—Rear hub adjustment cone.
- 27—Rear hub adjustment cone.
- 28—Rear hub adjustment cone.
- 29—Rear hub adjustment cone.
- 30—Rear hub adjustment cone.
- 31—Rear hub adjustment cone.
- 32—Rear hub adjustment cone.
- 33—Rear hub adjustment cone.
- 34—Rear hub adjustment cone.
- 35—Rear hub adjustment cone.
- 36—Rear hub adjustment cone.
- 37—Rear hub adjustment cone.
- 38—Rear hub adjustment cone.
- 39—Rear hub adjustment cone.
- 40—Rear hub adjustment cone.
- 41—Rear hub adjustment cone.
- 42—Rear hub adjustment cone.
- 43—Rear hub adjustment cone.
- 44—Rear hub adjustment cone.
- 45—Rear hub adjustment cone.
- 46—Rear hub adjustment cone.
- 47—Rear hub adjustment cone.

3—Nuts drive shaft.	14—Guards rear hub dust.	25—Washers crank bracket felt.	37—Cone rear hub.
4—Nuts drive shaft lock.	15—Bracket center.	26—Cone left crank adjusting.	38—Washers rear hub felt.
5—Screw rear drive shaft adjusting cone lock.	16—Bracket right side.	27—Cone right crank adjusting.	39—Flange rear cone.
6—Flange rear drive shaft adjusting cone.	17—Bracket left side.	28—Washers crank adjusting cone.	40—Cups rear hub.
7—Cone rear drive shaft adjusting.	18—Screw crank bracket side.	29—Nut left crank adjusting cone lock.	41—Axe rear.
8—Cup rear drive shaft.	19—Cone center bracket adjusting.	30—Axe crank.	42—Sleeve rear cone.
9—Hub rear.	20—Lock center bracket adjusting cone.	31—Screws gear.	43—Retainer rear drive shaft ball.
10—Gear rear hub.	21—Retainer center bracket ball.	32—Nuts gear screws.	44—Cup front drive shaft.
11—Nut rear hub gear lock.	22—Washers center bracket felt.	33—Gear crank.	45—Cone front drive shaft.
	23—Cups crank bracket.	34—Nut right crank adjusting cone lock.	46—Retainer front drive shaft ball.
			47—Nuts crank axles.

## Pierce Cushion Frame Chainless.

THE advantages of the bevel gear chainless are too well known to need explanation, and the ease and comfort of the cushion device are so firmly established that the combination of these two must at once appeal to those who desire the best and latest features in cycle making. Not only is the cushion frame chainless exceedingly neat and trim in appearance, but the devices for combining these points are very simple. The rear stays and crank box, which contain the gears, are entirely independent of the main part of the frame and form at the crank bracket a large rocker ball bearing. The two sides being firmly fastened together at the crank bracket, oscillate on this bearing, performing the same work, in conjunction with the cushion, as

the flat steel spring on the chain driven model (See z, page 23). The upper rear stays are hinged to the lower rears, as in the chain wheel, making it impossible for the gears to get out of alignment from jolts or vibration.

The Leland-Faulconer gears are recognized as the standard gears of the world. They are hardened after cutting and then ground to gauge, and in this manner produce a perfect gear. The center drive mechanism *obviates any tendency to side play*, and gives a wonderful effect in power and smoothness.

Aside from oiling, care of tires, and ordinary cleaning of outside parts, the machine requires no attention from the rider.

## Pierce Pan-American Special.

Practically everything touching the development of the modern bicycle has taken place within twenty years. As early as the beginning of the past century crude and awkward articles were produced. None being practical, they were soon forgotten. Inventive genius, however, was at work. The leading nations of the world were interested. From the pedestrian velocipede of 1818 we have today the marvellous perfection in cycling that has placed in the hands of this generation the modern bicycle.

The introduction of the pneumatic tire in 1890 produced the greatest epoch in bicycle manufacturing. Still, there seemed to be something lacking to fully obtain perfect enjoyment in cycling. The constant jars and jolts, even on smooth roads, produced a hindrance that must be overcome.

In 1898, we placed upon the market the **PIERCE** cushion frame model, and its success from the start was phenomenal. Trim and neat in appearance, its intrinsic merit appealed at once to the most skeptical, and demonstrated to the world the solution of ease and comfort in bicycling.

The bevel gear, as a mode of transmitting power, has been proven far superior to the chain; so, after months of study and experimenting, we produced the famous cushion frame, bevel gear chainless bicycle, which, fitted with hub coaster and brake, marks the high water mark in bicycle perfection.

After careful and exhaustive tests in the selection of gears for this justly famous model, we adopted the Leland-Faulkner bevel gears, famous for their accuracy and smoothness; and so we are able to offer to the riding public a model embodying more improvements, and each one of distinctive merit, than any bicycle known to the trade today.

The coaster and brake on this wheel is of the hub pattern, powerful and simple in construction, coasting with absolute freedom, yet enabling the rider to instantly control his mount on all occasions. The claims we make for these models are broad, but experience justifies us in reiterating them, as follows:

# **Experience justifies us in reiterating these claims for the cushion frame.**

## **FIRST.**

It is a positive cushion, taking up the shock caused by obstructions on uneven road surfaces, instead of requiring the rider to do so in his body.

## **SECOND.**

It is simple and effective.

## **THIRD.**

It is unobtrusive in appearance.

## **FOURTH.**

It does not vibrate, but causes the wheels to accommodate themselves to uneven surfaces, while the rider maintains a uniform position.

## **FIFTH.**

It enables the rider to exert power equally, unmindful of the roughness of road surface.

## **SIXTH.**

It obliterates every objection to cycling on the part of delicate persons.

## **SEVENTH.**

It saves the nerves and vitality of the rider.

## **EIGHTH.**

It lengthens the life of the wheel.

## **NINTH.**

It accomplishes perfect resilience without dependence on the tire, and thus allows the use of harder tires.

## **TENTH.**

It is the grandest road wheel ever produced.

## WHAT DEALERS SAY:

*Rochester, N. Y., August 31, 1900.*

The PIERCE chainless bicycle seems to be as nearly perfect as a bicycle can be made.

(Signed) SMITH & PALMER.

*Great Falls, Mon., September 5, 1900.*

The cushion frame is the greatest improvement ever made on a bicycle.

(Signed) BENNETT & HIRSCH.

*Tacoma, Wash., October 8, 1900.*

Your cushion frame chainless and rigid frame bicycles have more than pleased my customers.

(Signed) J. J. MULHOLLAND.

*Louisville, Ky., October 9, 1900.*

We can truly say that your wheels are all right.

(Signed) WILLIAMS BICYCLE MESSENGER Co.

*Kansas City, Mo., October 11, 1900.*

I am greatly pleased with PIERCE wheels. I believe them to be the best I have handled this year.

(Signed) C. W. ZUFELT.

*Stevens Point, Wis., October 5, 1900.*

The PIERCE line has been entirely satisfactory. We have learned to respect the nameplate "PIERCE," and do not hesitate to recommend them as goods equal to anything made.

(Signed) HOEFFLER MFG. Co.

*Detroit, Mich., October 15, 1900.*

Your chainless, without a question, is the greatest improvement during the history of the safety bicycle. We have sold PIERCE wheels for two seasons and numbering into the hundreds. There is due much credit for the satisfaction they have given.

(Signed) W. C. RANDS & Co.

*South Bend, Ind., October 4, 1900.*

We are agents for a great many wheels but yours beats them all, and we expect to sell a great many of the chainless next year.

(Signed) FRAZIER & FRAZIER.

*Syracuse, N. Y., September 22, 1900.*

The PIERCE cushion frame chainless has caused us no trouble whatever. We believe it is all that can be desired in a bicycle.

(Signed) SPAULDING & Co.

*Grand Rapids, Mich., September 5, 1900.*

Your cushion frame chainless is O. K. Next year will drop all others.

(Signed) OTTO P. KUTSCHE.

*Toledo, O., October 11, 1900.*

We cannot see where you can improve upon your chainless cushion frame.

(Signed) J. G. SWINDEMAN & Co.

## **WHAT RIDERS SAY:**

The PIERCE cushion frame is the most satisfactory wheel I have ridden during my twenty years of cycling.

(Signed) F. L. BATES.

Am more enthusiastic about your cushion frame chainless than I ever dared to think.

(Signed) JOHN S. NEWBERRY.

For solid comfort there is absolutely nothing equal to the PIERCE cushion frame.

(Signed) C. S. DUMONT.

Just as much difference between the cushion frame and the rigid frame as a lumber wagon and a side bar buggy for ease and comfort.

(Signed) SAMUEL L. MALICK.

**NOTE.—**These expressions have been gleaned from a large correspondence. We could produce hundreds of similar expressions, but owing to lack of space cannot reproduce them. We herewith return our thanks to our friends herein quoted, and all who have so favored us with their experience.

In March, 1898, I started to ride the PIERCE cushion frame. Have covered ten thousand miles and it is still in perfect condition.

(Signed) GUTHRIE GRAY.

I would not sell my cushion frame for \$150 if I could not get another.

(Signed) W. A. CHATFIELD.

After using your cushion frame for a time, it is no longer a luxury but a necessity for comfort.

(Signed) H. S. WOOD.

The PIERCE cushion frame adds to our enjoyment and our health.

(Signed) J. H. CHAPIN.

I used to be saddle sore, but with the cushion frame I can ride further with less discomfort and more speed.

(Signed) M. ROBERTS.

For light running and hill climbing the PIERCE cushion frame chainless cannot be excelled.

(Signed) H. S. ALDERMAN.

The PIERCE cushion frame chainless is perfection.

(Signed) E. HARNIBROOK.

There is no question but that the PIERCE cushion frame is the finest bicycle on the market.

(Signed) ARTHUR F. FERRIS.

When I rode a rigid frame wheel I used to avoid badly paved streets. Now there is no street in too bad a condition to intimidate me.

(Signed) GEORGE JERRETT.

Yours is the best bicycle I have ever ridden.

(Signed) RICHARD HARDING DAVIS.

## Cushion Frame Parts.

- 1 — Spiral spring, which keeps the cushion distended.
- 2 — Brass cartridge, in which the lower and large end of the spring is seated.
- 3 — Plunger, in which the upper and small end of the spring is seated.
- 4 — Bushing, into which the plunger fits.
- 5 — Upper rear tube.
- 6 — Leather washer.
- 7 — Steel washer.
- 8 — Dust cap.
- B — Complete cushion, ready for use.

### Cushions.

For 22 inch frame, cushion A.

For 24 inch frame, cushion B.

### Regular Specifications.

With cushion A, spring No. 2.

With cushion B, spring No. 3.

### Springs.

Rider, 100 to 125 lbs., No. 1.

Rider, 125 to 150 lbs., No. 2.

Rider, 150 to 175 lbs., No. 3.

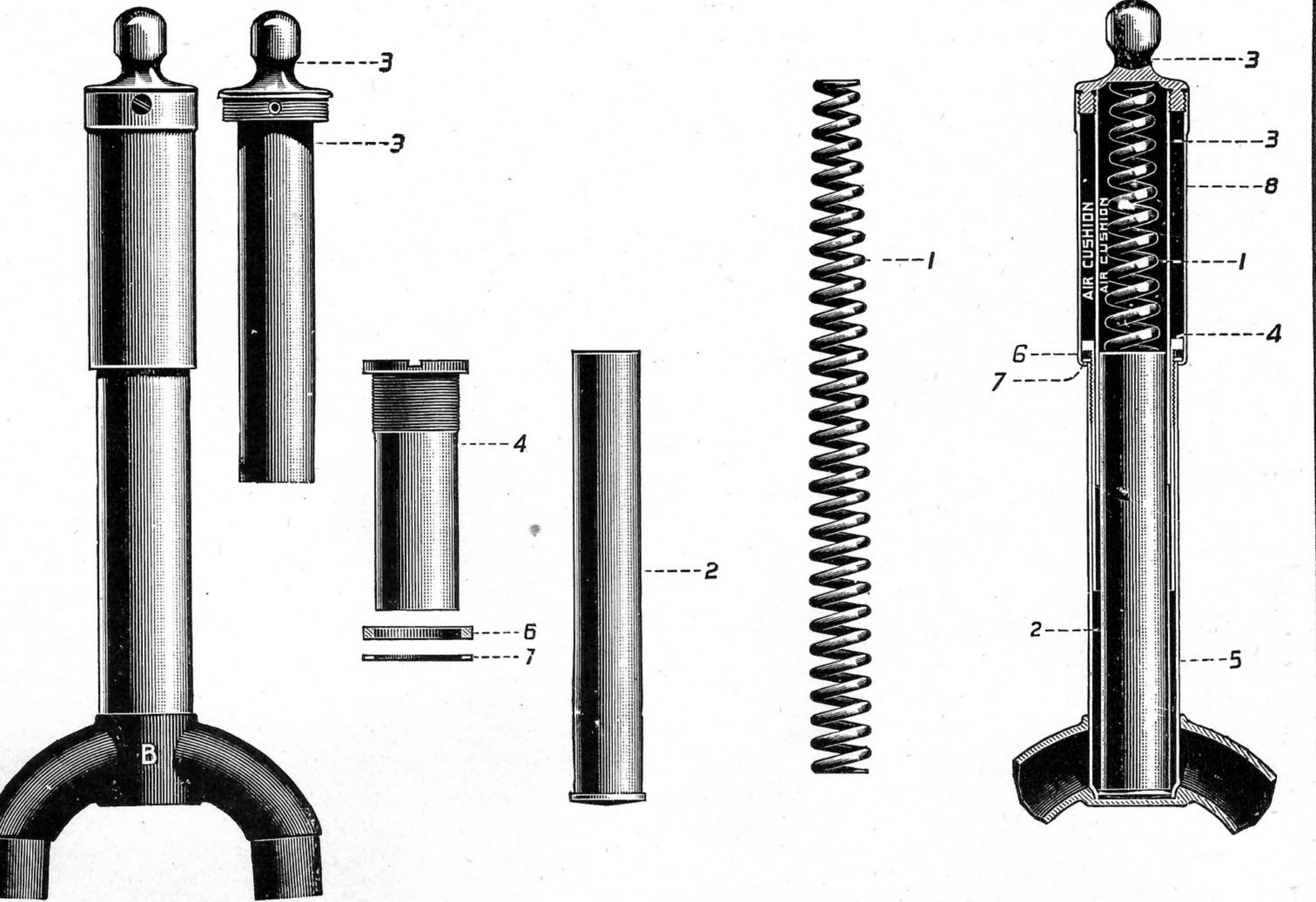
Rider, 175 to 200 lbs., No. 4.

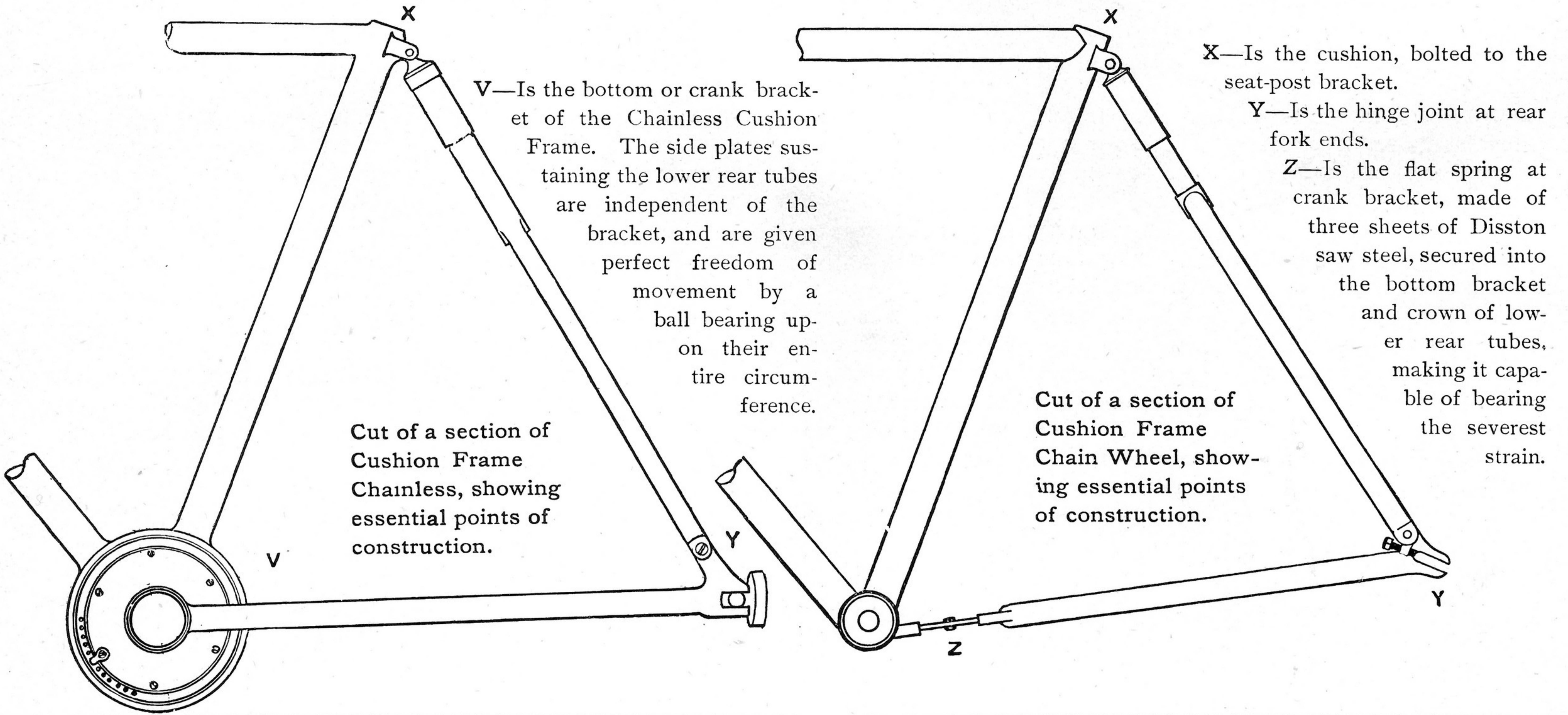
Rider, 200 to 250 lbs., No. 5.

Rider, 250 to 300 lbs., No. 6.

When necessary to deviate from regular specifications, please state spring number required.

When ordering extra springs, designate number and whether for cushion A or B. We suggest that agents supply themselves with extra springs, which we furnish at a nominal price.





## Pierce Cushion Frame Bicycles.

The construction of the cushion is simple (cut, page 23) and there is no possibility of its getting out of order.

The action is wholly unlike the spring saddle posts, as the relative distance between the saddle and pedals remains the same under all conditions, thus ensuring no loss in application of power, even when climbing hills. There is no change in the wheel base, nor in distance between sprockets, while the lines of the frame resemble in appearance the rigid type of bicycle. The success of the cushion frame bicycle has been remarkable, as it is a recognized fact that vibration fatigues, not pedaling, and as there is absolutely no rebound in this device it permits one to ride with great speed over rough surfaces, which would be impossible if the wheel were of rigid construction. A fair trial will convince the most skeptical that it is the greatest improvement in cycle construction since the introduction of the pneumatic tire. From our constant increasing sales and

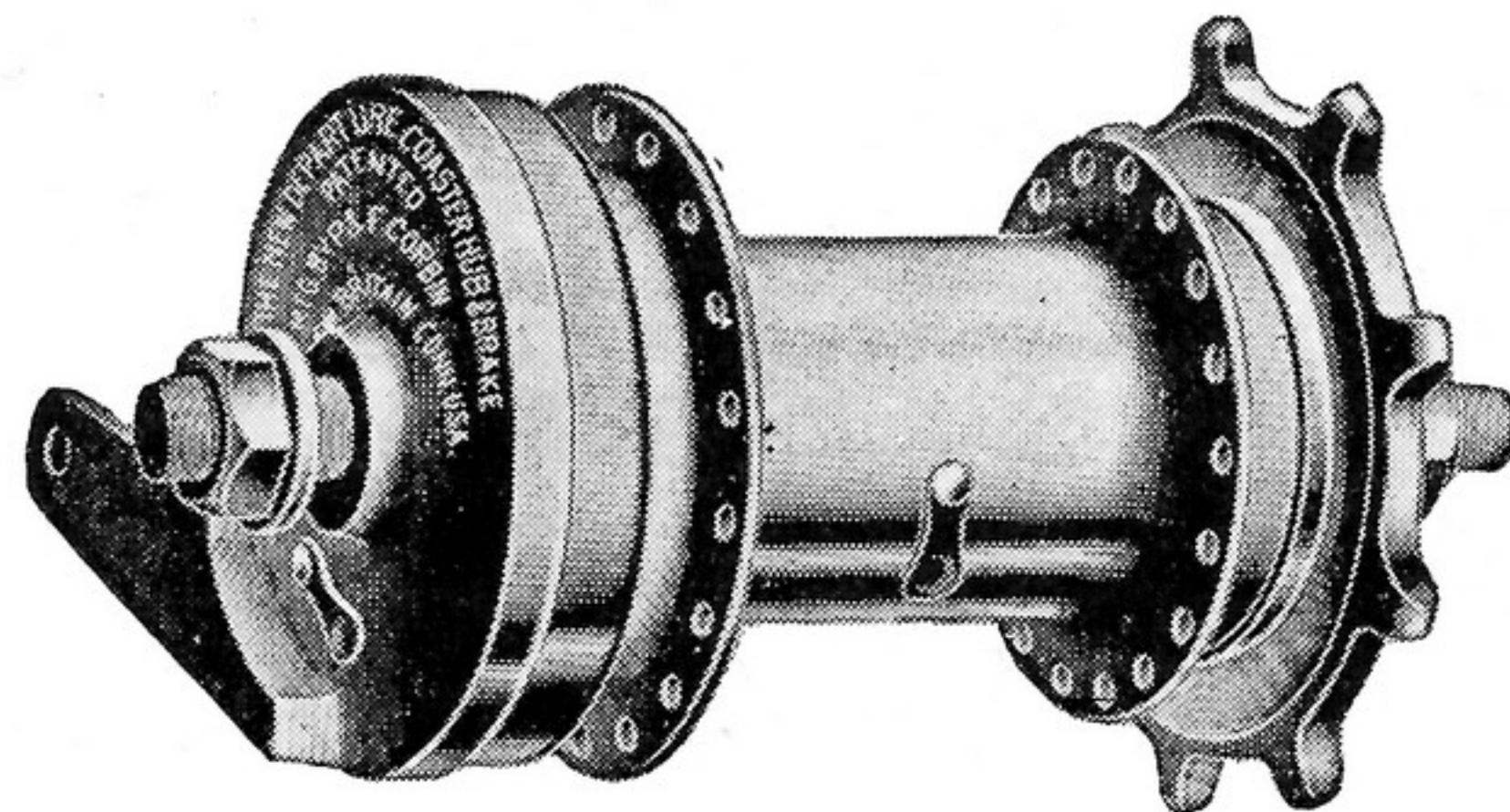
letters, both from our agents and individual riders, in all sections of the country, praising the comfort and easy running qualities of this machine, we know that those who desire to obtain perfect enjoyment in cycle riding will appreciate the cushion frame device.

While we claim the cushion to be the most comfortable bicycle in the world, care should be taken to obtain the spring best suited to the weight of the rider, for only in this way can the proper action of the cushion be obtained. We regularly equip these models with springs suitable for the average rider, but should an exchange become necessary, the factory will cheerfully send one of any required tension, a key of which we give on page 22.

Agents will find in these models, bicycles that have made most enthusiastic friends of riders, and they will also find in them models requiring no repairs, ordinary wear and tear excepted.

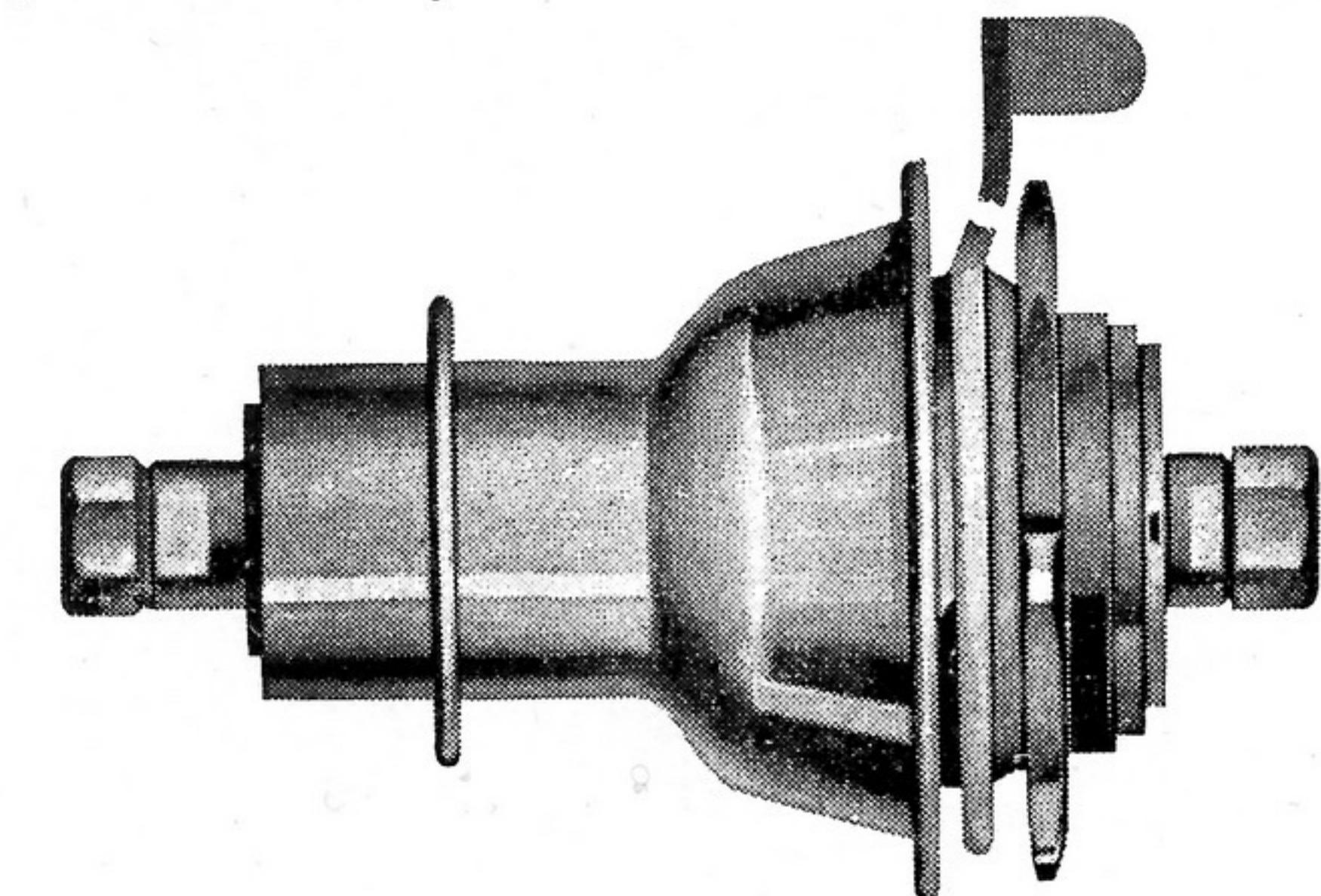
## Hub Coaster Brakes.

We are prepared to supply on any PIERCE model for 1901, including chainless, hub coaster and brake. On the chain models the New Departure or Morrow pattern; on the chainless, the New Departure only. These two patterns,



New Departure.

we believe, are equal to the best upon the market. By this device a rider is enabled to rest in perfect security without removing feet from the pedals on any down grade, and absolutely at will. At the same time the application of the brake can be made instantly and of any desired pressure, thus securing absolute

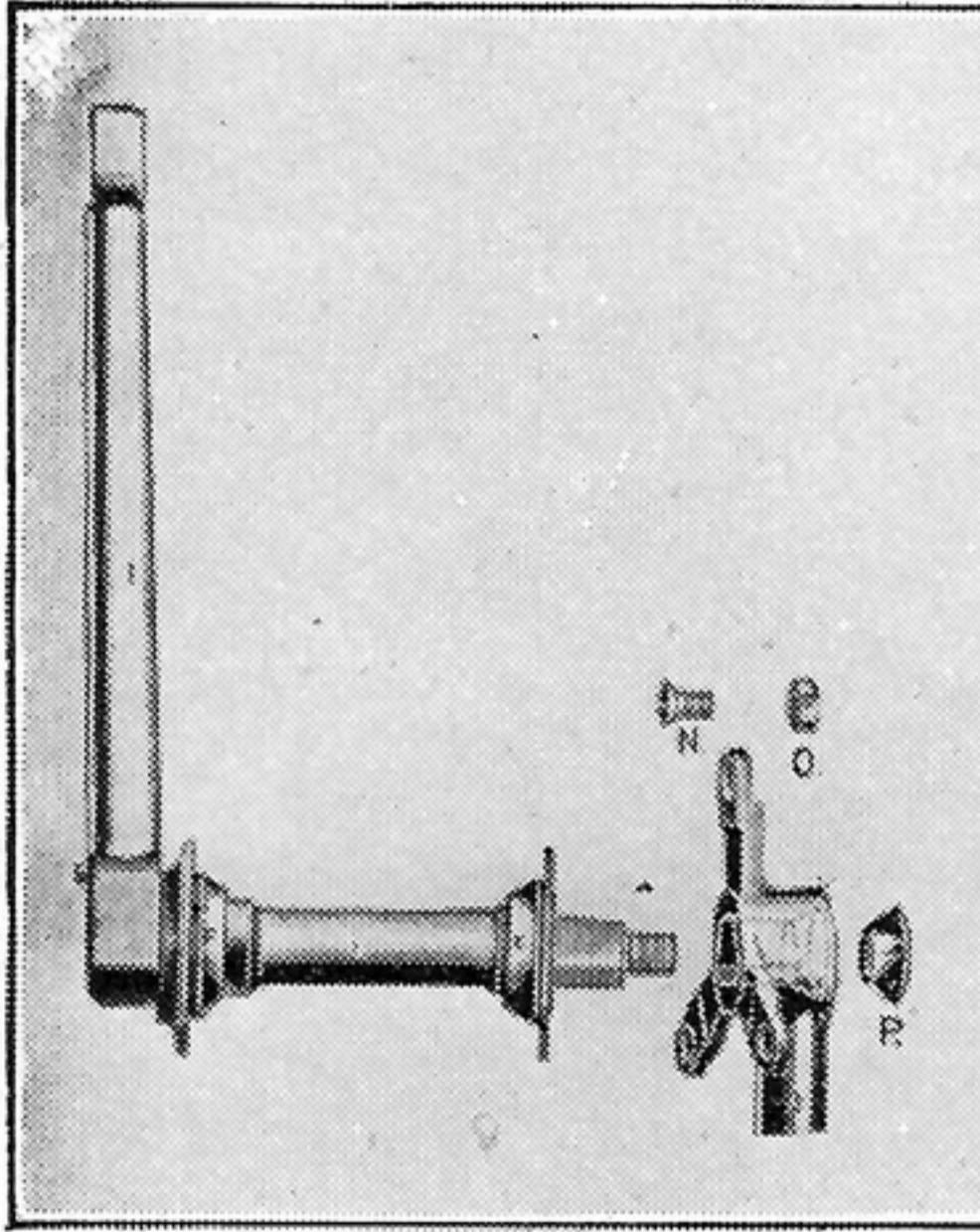


Morrow.

control over the wheel. The pleasure of cycling is greatly enhanced by this device. *You rest while the wheel works.*

Price on any new bicycle, \$5.00 extra.

# PIERCE POINTS

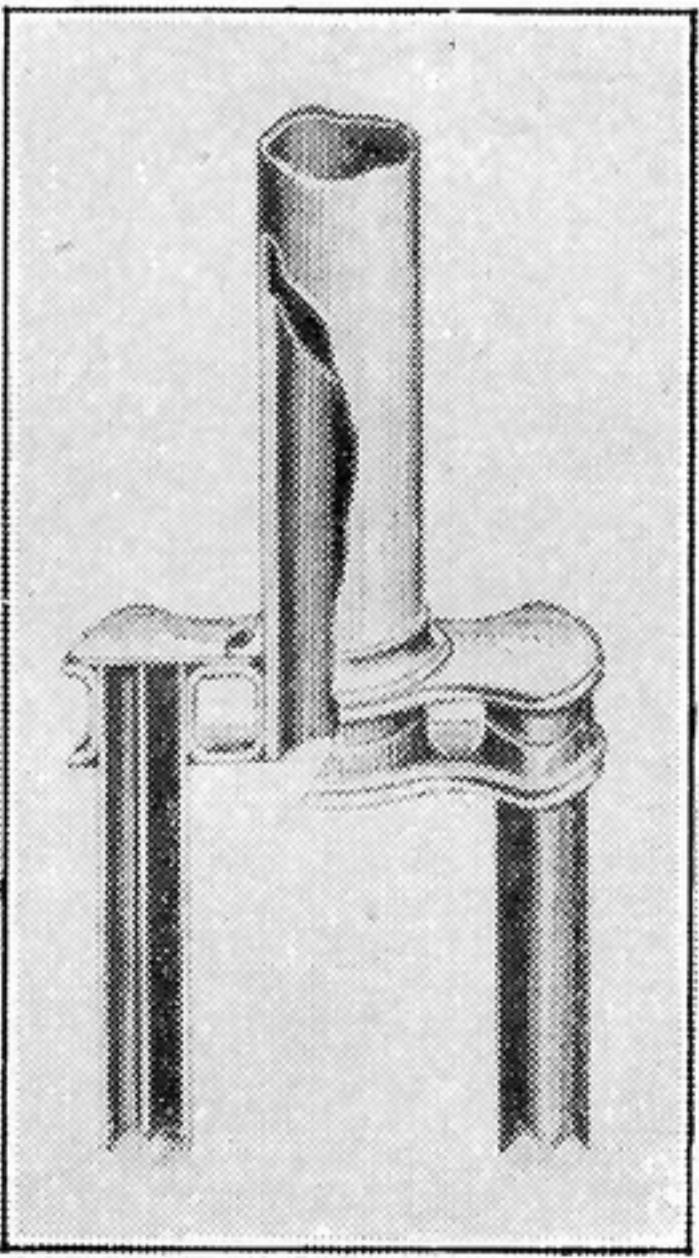
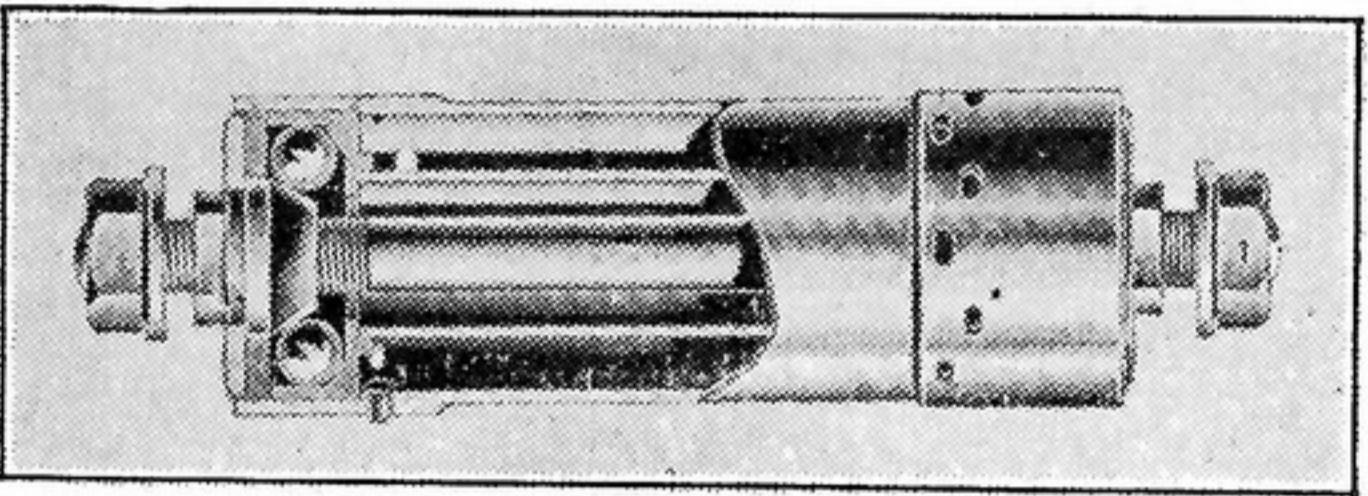


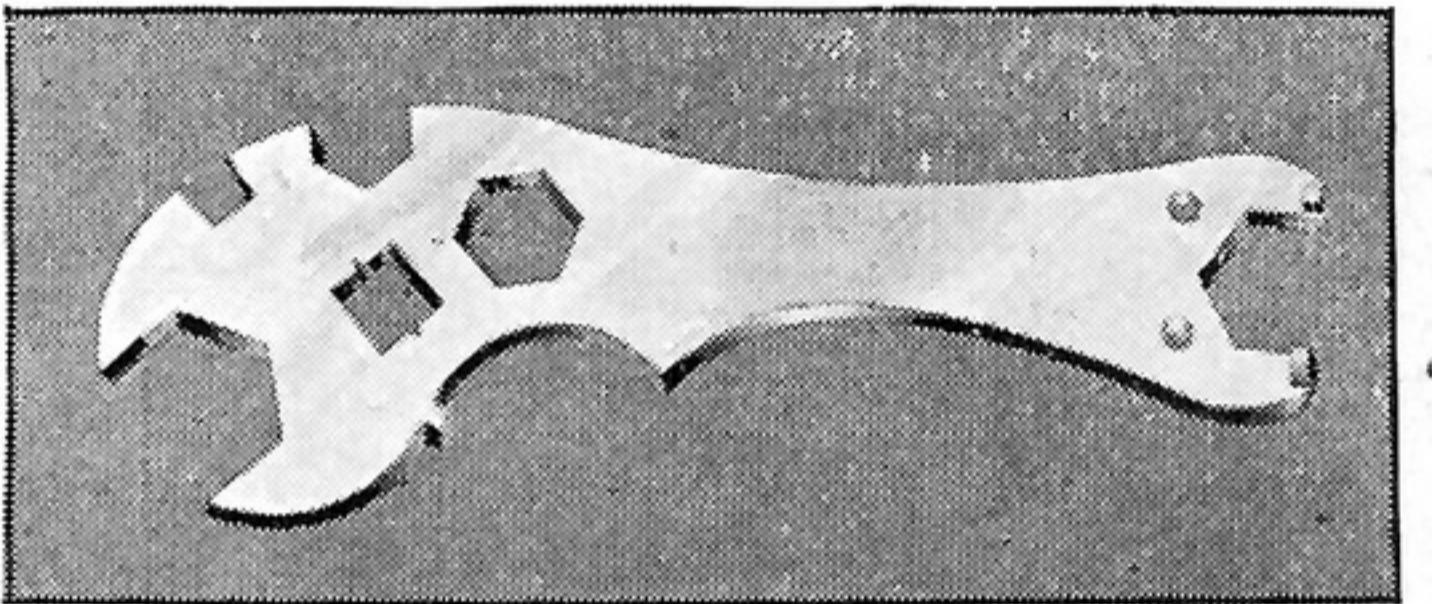
THE LITTLE THINGS, taken as an aggregate, make up the whole, and as they are individually and collectively good, indifferent, or bad, so will be the finished result. It's the excellence of the "little things" that makes the pre-eminence of the PIERCE. On these pages we present a few of these "points," illustrated and briefly described.

**Crank and Axle.** The rigid simplicity of the PIERCE parts leaves no ground for criticism. The left crank and the axle are one piece. The right crank fits on a three-sided end, held in place by a conical nut. The cone adjustment is made on the left side by releasing the cone held in place by a screw through the left crank.

**Hubs.** These are made of solid steel, bored out, and are flangeless, handsome in appearance, and dust proof. The adjustment is made with a spanner wrench, and is very simple and rigid.

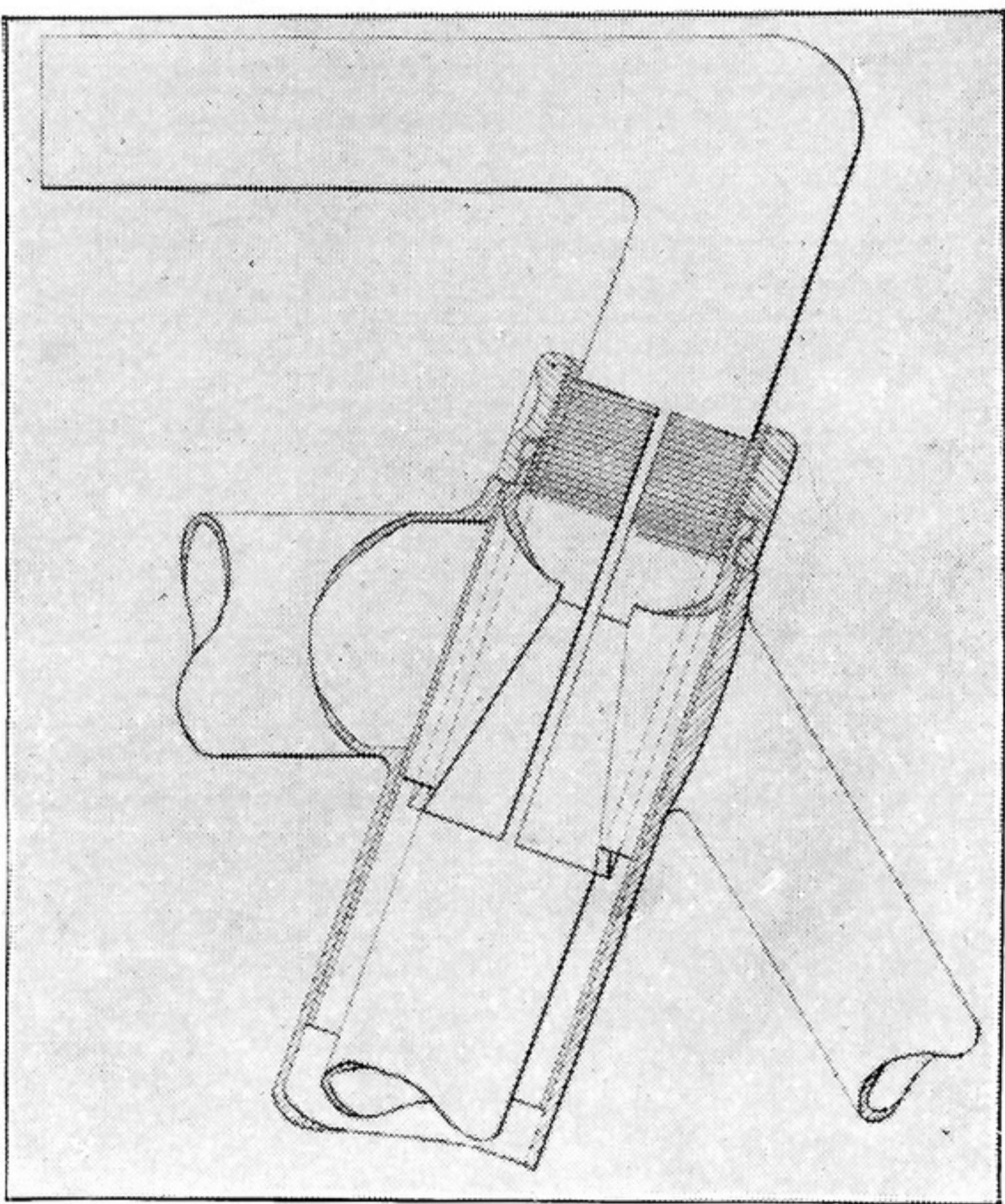
**Forks.** All models for 1901 will be regularly equipped with the double plate fork crown, making a safe, indestructible fork. The fork sides are the best, seamless, amply re-inforced. This construction is beyond all question strength at the vital point.





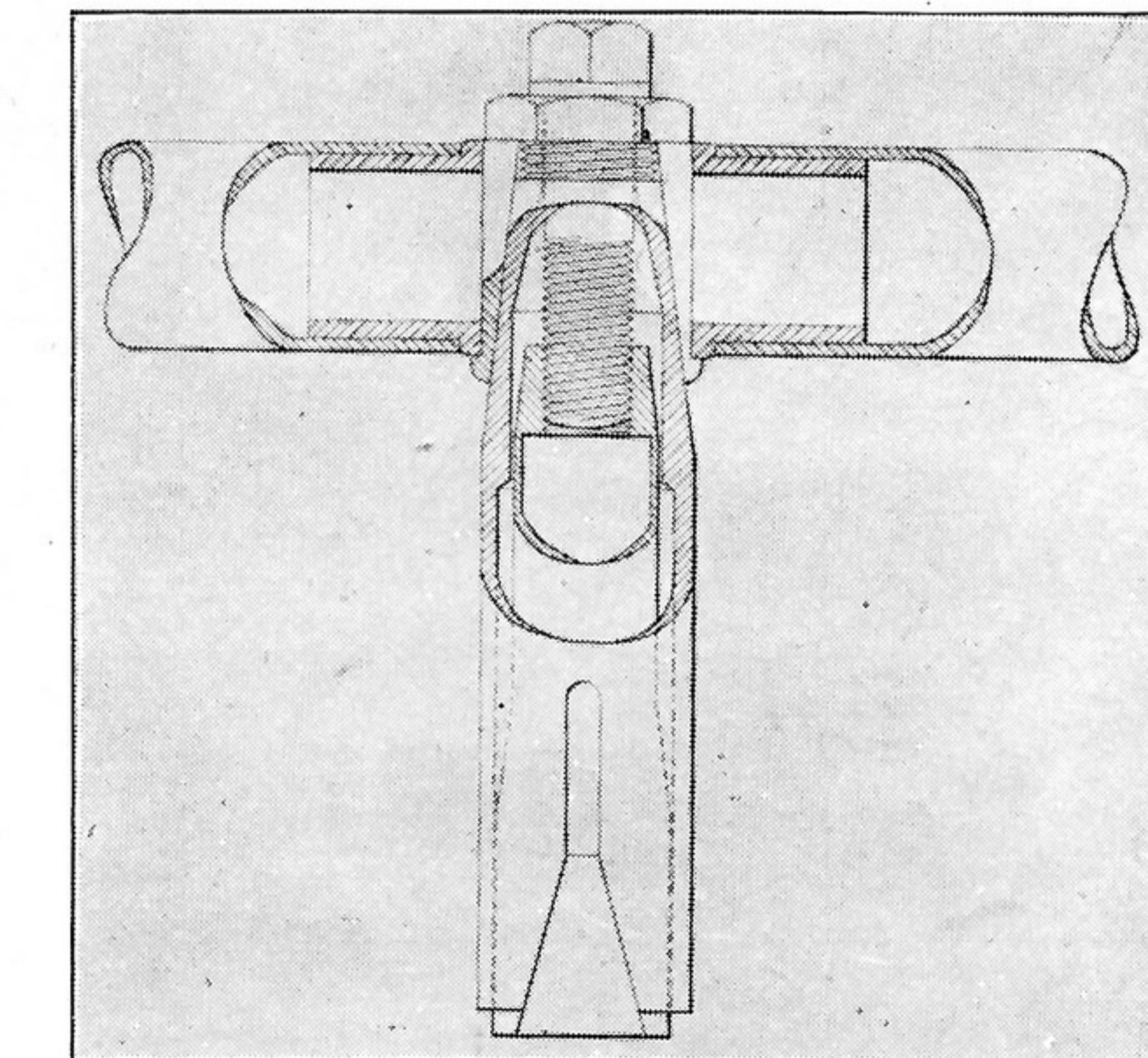
**Spanner Wrench.** We supply with each wheel a good wrench, which is made to fit every nut and binder on the wheel. It is fitted to a neat leather pocket or case, suitable to carry in the tool bag, or in the rider's vest pocket.

**Handle Bar Binder.** The cut to the right is made from a mechanical drawing, and shows the device in section. By setting the bolt head at the top, the wedge at the bottom is drawn up, expanding the handle bar tube, slotted for that purpose, against the fork stem, and rigidly binding them together. The binder is quickly released by reversing the bolt.



**Seat Post Binder.** By means of the spanner the ring under the saddle draws into place, a split wedge, thus compressing the split and binding the tube to which it is attached to the seat post, and, by the same operation, expanding an outer tube against the tubing of the frame. Both these binders are effective, and strong as they are simple.

All parts of **Pierce Cycles** are fitted and adjusted before leaving the factory, and running parts thoroughly lubricated.



# **ADJUSTMENT Of PIERCE CHAINLESS and CHAIN MODELS.**

## **CHAINLESS.**

**CRANK AXLE GEAR AND BEARINGS** are adjusted by loosening nuts No. 29 and No. 34. Turn cones No. 26 and No. 27 to the right to bring gears No. 33 and No. 35 closer together; if too close, reverse the operation. Nut No. 29 and cone No. 26 have left-hand thread, and nut No. 34 and cone No. 27 right-hand.

**DRIVE SHAFT BEARINGS** are adjusted by removing gear cover No. 1 and adjusting cone lock screw No. 5. Turn adjusting cone flange No. 6 to the right to tighten, and to the left to loosen.

**REAR HUB BEARINGS** are adjusted by loosening rear axle No. 41 and turning cone No. 37 to the right to tighten and to the left to loosen. (See page 16.)

## **CHAIN.**

**CRANK SHAFT.** Loosen lock pin in left crank with small flat spanner, turn flange of adjusting cone to right to tighten and to left to loosen.

**WHEEL BEARINGS.** Loosen left axle nut, turn cone with flat spanner to right to tighten, left to loosen. Do not adjust too tightly, as wheel should swing perfectly free.

## **OILING.**

**CHAINLESS CRANK GEARS.** Unscrew small plug on top end of drive shaft and insert lubricant. Remove dust cap to lubricate rear gears.

**WHEEL BEARINGS.** Lay machine on its side, insert oiler between cone flange and end of hub.

All PIERCE bearings are sealed with felt, making them absolutely dust proof, as well as retaining the oil.

All PIERCE machines are perfectly adjusted when shipped, and we advise our customers not to tamper with their wheels, as the adjustment should need no attention.

## **Extras.**

Full nickelized forks on models 251 to 259, \$1.00 extra.

Hand brakes, our internal plunger design, fitted to handle bars No. 218 and No. 122 only, extra \$1.00.

Special sizes of frames, other than catalogued, extra \$5.00.

Full nickel-plated frames, models 261 to 299 only, extra \$10.00.

New Departure or Morrow coaster and brakes, we believe the best in use. We supply both types on any chain model; on chainless, New Departure only. Extra \$5.00.

Thor roller bearings can be supplied on any of our chain models instead of our own ball bearings, at \$5.00 extra. When coaster brake is wanted, we can fit the roller bearings in crank shaft and front hub only.

## Table of Gears.

28 INCH WHEEL.

TEETH IN FRONT SPROCKET	TEETH IN REAR SPROCKET		
	7	8	9
18	72	63	56
19	76	66.5	59.1
20	80	70	62.2
21	84	73.5	65.3
22	88	77	68.4
23	92	80.5	71.5
24	96	84	74.6
25	100	87.5	77.7
26	104	91	80.8
28	112	98	87.1

NOTE.—Hub Coaster and Brake requires the use of 8 or 9-tooth rear sprocket. 28-tooth for Tandems only.

## Instructions to Agents.

When ordering, use regular specifications whenever possible. Any deviations cause delay in filling orders.

A supply of order blanks will be furnished to our agents, and we desire to have them used as a convenience to both agents and ourselves, and to prevent misunderstandings and errors.

Prices are all free on board at Buffalo, and our responsibility ceases with delivery to common carrier.

When using code it is presumed that regular equipment is desired and will be accepted as satisfactory.

You will confer a favor upon us by promptly advising the company at Buffalo if you need additional catalogues.

Part catalogues will be supplied later.

Parts or wheels returned should be marked with sender's name and address, and full instructions forwarded promptly by mail.

If parts are returned under our guarantee, that fact should be stated promptly by mail. When this fact is not stated we will presume no claim under the guarantee is intended. Please be explicit.

## **1901 Wheel Guarantee.**

Made by The George N. Pierce Co.

**W**E AGREE with the purchaser of each PIERCE Bicycle to make good, by repair or replacement, when delivered at our factory or at any branch, transportation prepaid, any imperfection or defect in material or manufacture of such bicycle, provided that the factory serial number shall be on such bicycle at the time the claim is made, and that all imperfect or defective parts shall be referred to us before any claim for repair or replacement shall be allowed.

This guarantee does not cover the cost of repairing said bicycle when damaged by accident, misuse, or neglect.

On any bicycle purchased during 1901, this guarantee continues until December 31, 1901.

## **1901 Tire Guarantee.**

Made by all tire manufacturers.

(The George N. Pierce Co. does not assume this guarantee.)

**W**E AGREE with the purchaser of each tire to make good, by repair or replacement, at our option, when delivered to us, transportation prepaid, any imperfection or defect in material or manufacture of such tire, provided that all such imperfect or defective tires shall be referred to us before any claim for repair or replacement shall be allowed.

This guarantee does not include the free repair of punctures or other injuries.

This guarantee expires on December 31, 1901.

This agreement does not apply to tires into which any anti-leak preparation has been introduced.

## TELEGRAPH AND CABLE CODE.

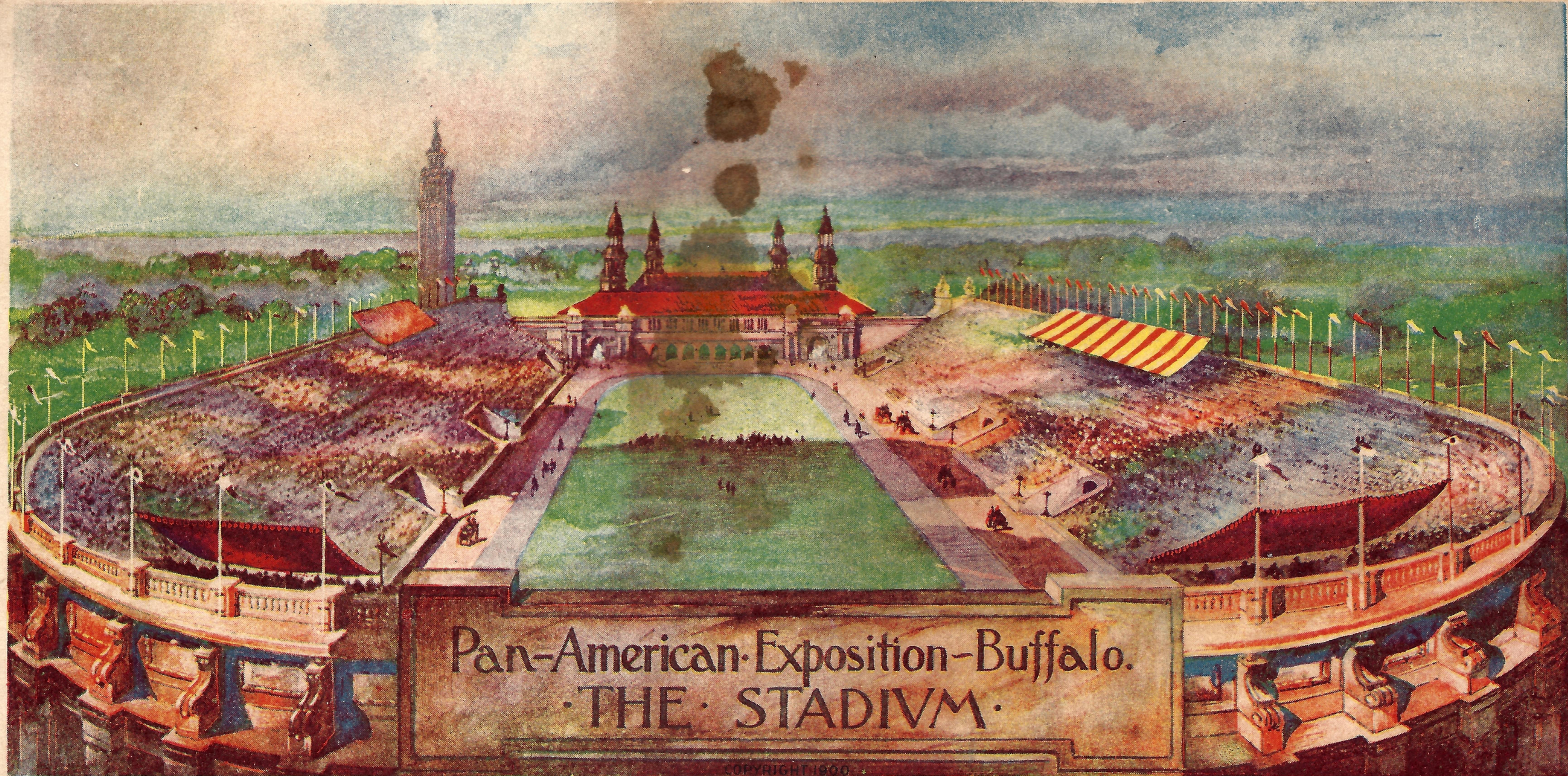
MODEL NUMBER	REGULAR SPECIFICATIONS		MODEL NUMBER	REGULAR SPECIFICATIONS	
	EXPRESS	FREIGHT		EXPRESS	FREIGHT
251	Afar	Agate	269	Dote	Dove
252	Album	Ankle	271	Eat	Ebb
253	Appeal	Angel	272	Elm	Elk
254	Aspire	Author	273	Eye	Emit
255	Avoid	Angle	282	Fill	Fin
257	Beel	Bide	284	Fir	Fire
258	Bite	Bed	286	Fist	Fit
259	Brick	Breed	288	Gin	Gad
261	Cart	Crate	289	Gap	Gain
262	Cheat	Cheer	292	Yearling	Young
263	Cob	Coil	294	Yankee	Yeoman
264	Coat	Club	296	Yearn	Yacht
265	Chin	Carp	298	Winning	Wallet
267	Dab	Drag	299	Warbler	Welkin
268	Done	Door			

If coaster brake is desired, add "S" to any of the above words.

Cable Address: "PIERCYCLE," New York or Buffalo.

Inside back cover blank  
on original document.

Posted for free downloading only.  
Brian D. Szafranski, Elma NY USA  
Uploaded about December 4, 2022  
Please do not reprint for profit.



Pan-American Exposition-Buffalo.  
THE STADIUM.

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